



# MICHAEL ANDERSON

## PRODUCT RESEARCH MANAGER

### PROFILE

Strategic Product Research Manager with extensive experience in the healthcare industry, specializing in translating complex data into actionable product insights. Proven track record in spearheading research initiatives that align product offerings with patient needs and regulatory requirements. Expertise in both qualitative and quantitative research methodologies, coupled with a strong understanding of the healthcare landscape.

### EXPERIENCE

#### PRODUCT RESEARCH MANAGER

##### HealthTech Solutions

2016 - Present

- Directed comprehensive product research projects focused on patient experience and outcomes.
- Collaborated with healthcare professionals to gather insights on product efficacy.
- Implemented mixed-method research designs to address complex product challenges.
- Analyzed market trends to inform product development and positioning strategies.
- Presented findings to executive leadership, shaping strategic product decisions.
- Managed cross-functional teams to ensure alignment with research objectives.

#### RESEARCH ANALYST

##### Wellness Products Inc.

2014 - 2016

- Conducted market analysis to identify gaps in current healthcare product offerings.
- Developed user feedback mechanisms to enhance product features.
- Collaborated with marketing teams to align research with promotional strategies.
- Utilized data visualization tools to present research findings effectively.
- Assisted in regulatory compliance research to ensure product safety.
- Trained staff on data collection methods and research best practices.

### CONTACT

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### SKILLS

- Healthcare Research
- Data Interpretation
- Stakeholder Engagement
- Regulatory Compliance
- Qualitative Research
- Quantitative Analysis

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER OF SCIENCE IN HEALTH  
INFORMATICS, UNIVERSITY OF  
MICHIGAN

### ACHIEVEMENTS

- Led a research initiative that resulted in a 40% increase in patient satisfaction scores.
- Received the 'Innovator Award' for developing a new research framework for product evaluation.
- Successfully influenced product design changes that improved compliance metrics by 20%.