











I can be found

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I know

-  Pragmatic Marketing (PMC-II)
-  Product Management
-  User Stories
-  Wireframes & Mockups
-  Agile & Scrum (CSPO, CSM)
-  Mobile Technology
-  Presentations & Demos
-  Quantitative Analysis
-  Simulation Modeling
-  Microsoft Office

I've studied

-  *BJ Fogg Behavior Design Bootcamp, 2015*
-  *MBA*
Darla Moore School of Business, 2010
-  *BS, Finance*
Darla Moore School of Business, 2005
-  *BA, Film*
University of South Carolina, 1999
-  *References available upon request*
-  *Willing to travel and relocate*

I am

Highly motivated, tech-savvy professional armed with an MBA and over 15 years experience designing and delivering innovative technologies. Exceptional analytical ability and problem solver who enjoys the challenge of achieving goals and accomplishing objectives.

I like to

- Develop software that excites customers // *yes, and wows them too*
- Design simple and clean user experiences // *engagement = revenue*
- Tell stories with images and moving pictures // *I have 8mm film in fridge*
- Tinker, deconstruct and rebuild tech // *latest is RaspberryPi projects*
- Build Lego creations with my son // *he's the next Master Builder*

I've worked

ioVita [✉](#), Boston, MA

May 2018 - current

VP of Product & Engineering

Leading product and engineering for a healthcare startup building a two sided marketplace to provide free resources for chronic disease patients, and commissioned research projects, platform licenses, and data licenses (that involves the patients and their dataset) for clients. Responsible for market research, product design, and platform development.

- **Market and User Research** Constantly conducting market research, user interviews and creation of beta test panel of users to implement immediate feedback and learnings.
- **Design and Development** Lead product design and delivery from conception to release, including architecture decisions, user experience, and collaboration with developers on implementation.
- **Sales and Marketing** Creation of all collateral for marketing and sales, including on and offline materials, pitch decks, product demos, email campaigns and sales funnels (leveraging HubSpot).

IntelyCare [✉](#), Quincy, MA

Apr 2017 - Feb 2018

Director of Product Management

Supervised a team of product managers and designers delivering a marketplace solution to supply on-demand nurses to skilled nursing facilities with monthly revenues exceeding \$1M. Developed and implemented processes to democratize data, analysis and customer feedback across the organization. Fostered alliances with vendors, customers and nurses to develop and design new product features.

- **Go-To-Market** Increased bookings by 125% over 4 months by leading the creation of go-to-market strategy with sales and marketing.
- **Process Improvements** Implemented agile and lean with the engineering team and increased sprint velocity by 150%.
- **Mobile** Designed and re-launched native iOS and Android applications for our nurses/CNAs yielding an increase of 75% in DAUs.

Virgin Pulse [↗](#), Framingham, MA

Aug 2014 - Mar 2017

Senior Product Manager

Led the mobile design and development effort for employee wellness and engagement platform (SaaS) for over 1m active users. Responsible for product vision and ideation of mobile-first feature sets. Partnered with product marketing and sales teams in identifying time-sensitive features for client rollouts. Delivered requirements and user stories to geographically dispersed (Bosnia and Belarus) and collocated engineering teams in an agile development process.

- **Mobile** Led mobile-first vision and strategy during launch of new platform. Worked with hardware and firmware for mobile sync. Increased engagement over legacy mobile app by 400%. Introduced robust analytics to make data-driven decisions on user actions.
- **Challenge Product** Responsible for leading the product strategy and vision for a new offering in the portfolio. Integrated learnings from companies acquired to create “next-in-class” solution for both migrated customers as well as new clients.

Pearson Education [↗](#), Boston, MA

Apr 2012 - July 2014

Senior Product Manager, Mobile, Mastering [↗](#)

Responsible for owning major product themes of the premier science homework platform for higher education (over 1.6m annual registrations and \$23m in sales). Partnered with internal stakeholders and editors across science disciplines to create and formulate strategy, roadmap and prioritization of high-value initiatives for customers. Delivered user stories and specifications in an agile environment for development and quality assurance execution.

- **Mobile** Guided the discovery, design and development of platform availability on mobile devices. Increased mobile traffic by 55% with launch and planned 18 month roadmap with high visibility for stakeholders.
- **Future Technology Champion** Member of cross-organization, “in-house” start-up team developing ideas to bring to market through rapid prototyping and quick build cycles.

Harvard Business School [↗](#), Boston, MA

Aug 2008 - Mar 2012

Program Manager, Educational Technology Group

Responsible for the planning, alignment, management and continuous improvement of the Educational Technology Group’s online simulation and games portfolio. Partnered with faculty to deliver simple and elegant solutions to improve classroom pedagogy. Owned the product from idea to launch.

- **Product ideation**, content development and project management of simulations, games, and interactive tutorials for Strategy, Negotiation, Finance and Marketing Units.
- Assisted executive team with **strategic planning** by creating presentations and white papers on simulation architectures, educational research, mobile learning and user experience trends.
- **Business Analysis and Valuation (BAV) Modeling Tool** Managed the re-imagining of the Excel tool to a Flex-based, online-delivered valuation model for the Accounting and Management Unit.

I’ve helped build

Native Mobile Apps

IntelyCare [↗](#)

Virgin Pulse [↗](#)

Negotiation 360 [↗](#)

MyLab/Mastering Dynamic Study Modules [↗](#)

HBS Executive Education Mobile Nexus

Mobile Web Apps

mmj.org [↗](#)

Mastering Mobile

HBS Executive Education Mobile Nexus

Apple Watch Apps

Virgin Pulse Watch App

Voice Apps

Virgin Pulse Alexa Skill [↗](#)

Simulations

Airline Pricing Game

Balanced Scorecard Game [↗](#)

Beer Game

Chances Are [↗](#)

Construction Bidding [↗](#)

Hollywood Game

Shad Process Simulation

UpDown [↗](#)

Wintel [↗](#)

Finance & Accounting Tools

BAV Modeling Tool [↗](#)

Black-Scholes Calculator

HBS Finance Toolkit

Personal Financial Planner

Strategy Map

Two-Stage Cost Model

V-Options Calculator