
SUMMARY

An experienced product manager seeking a high-growth technology company. Brings a demonstrated passion for:

- Developing great products using agile methodology paired with insights from user research and data analysis
- Shaping corporate culture through investment into individual mentorship and team growth
- Leveraging 4+ years of consulting/ corporate strategy experience to define and drive product strategy

PROFESSIONAL EXPERIENCE

Contract Product Manager | Cedar, Inc. 05/2018

- Conducted in-depth research on customer support application, resulting in identification of key user problems and prioritized product recommendations
- Developed a feature 'spec' and collaborated with UX designer for new follow-up functionality

Product Manager | Horizon BCBS of New Jersey 03/2017 – 04/2018

Product Owner for BCBSNJ's member-facing properties, including: Member Website, Member App, Public Site, Sales Portal, and Web Accessibility (WCAG 2.0 AA)

- Led a cross-functional team of 20+ in launching a new member website; 750,000+ registered users, 200,000+ MAU, 400,000+ monthly sessions
- Increased YoY use of telemedicine by 600+%, user satisfaction by 18%; saved \$3.5M in member support costs
- Implemented and tailored off-the-shelf agile to accommodate for organizational needs and existing technology infrastructure, while developing a 'starter kit' to be applied across other initiatives
- Assisted in developing processes for Horizon's new Product Team, including feature requests, product roadmap visibility, and documentation of corporate brand/ design assets

Corporate Strategy Analyst II, Strategic Initiatives Group | Horizon BCBS of New Jersey 09/2015 – 02/2017

Drove Corporate Strategy across the healthcare value chain, most notably Digital Strategy and Business Development

- Developed Horizon's Digital Transformation strategy including recommendations for the creation of a Product Team, adoption of agile-based development, and identification of key capability gaps
- Modeled Horizon's projected 4-year enrollment, revenue, and underwriting. Made segment-specific recommendations, including pricing and product design, to increase revenue and sustainable profitability

Senior Associate, Health Industries Advisory | PricewaterhouseCoopers 07/2014 – 09/2015

Experienced Associate | PricewaterhouseCoopers 07/2013 – 06/2014

Associate | PricewaterhouseCoopers 08/2012 – 06/2013

Consulted with healthcare clients, predominately focusing on Provider Revenue Cycle and regulation compliance

- Led back-office workstream that leveraged Epic EMR configuration, data analysis, staff training, and process documentation to reduce outstanding AR by 40%, unbilled claims by 95%, and unbilled AR by 20% in 8 months
- Designed and delivered training and process improvements to capture \$1.8M in identified billing opportunities
- Enabled a system's seamless transition to ICD-10 through a system-wide impact assessment, project plan creation, and ongoing implementation support

Program Associate | Let's Get Ready 08/2010 – 09/2010; 03/2012 – 07/2012

Campaign Manager, American Giving Awards | Let's Get Ready 09/2011 – 12/2011

Non-profit that partners with local colleges to offer free SAT & College Prep courses to underserved HS students

- Managed multiple programs that achieved SAT score increases of 90+ pts and a 95+% college attendance rate
- Directed the Northeast campaign for the 2011 American Giving Awards, earning 2nd place and a \$500,000 grant

Client Service Administrator | Shorepoint Capital Partners LLC 09/2010 – 04/2011

- Introduced client stratification with defined offerings, allowing for scalable and equitable client management

LEADERSHIP EXPERIENCE

- Co-founder | Akrasia** 08/2016 – 03/2018
- Google Apps-based web app designed to help users stick with difficult habits. An MVP beta was used daily by its five users for 3 month pilot period
- Co-lead, Health Industries Advisory Academy | PricewaterhouseCoopers** 09/2014 – 09/2015
- Team Co-Lead, Health Industries Advisory Academy | PricewaterhouseCoopers** 09/2013 – 08/2014
- Co-led an internal organization focused on the development of 200+ Associates, while recruiting and managing the 20-person leadership team
 - Founded the Senior Associate Advisory Board aimed at creating growth and mentorship opportunities
 - Directed a 5-person team that ran an Academy-wide Corporate Responsibility Case Study Competition involving 100+ participants/ mentors and 20+ members of senior leadership
- National Team Member | Camp Mosaic** 03/2012 – Present
- Developed a 6-day training focused on transferable skills and positive youth development delivered annually to 600 staff members, along with a robust rollout strategy and feedback mechanisms for continuous improvement
 - Planned and executed the 2012 Northeast camp, focusing on content development and staff hiring/ training
- Executive Board, New England Professionals Network | Let's Get Ready (LGR)** 12/2010 – 07/2012
- Strengthened professional network by supporting LGR's efforts to recruit professional volunteers and raise programmatic awareness/ funding

EDUCATION

- B.A. Double Major: Economics & International Relations | Tufts University** 08/ 2006 – 05/ 2010
- Dean's List, Neubauer Scholar , GMAT: 720/800
 - Captain, Tufts Garba Team Captain
 - Tufts Alumni Admissions Program member
- Certified Agile Scrum Master | Scrum Alliance** 05/ 2017
- Web Development 100 | New York Code & Design Academy** 09/2017 – 11/2017

SKILLS & INTERESTS

- Advanced knowledge of Excel, Visio, MS Project, Confluence, JIRA
- Knowledge of Web Development, Data Analytics (SQL, Access), Aha!
- Interest in Behavioral Psychology, Meditation, Urban Kayaking