

SHAWN HUDA

SUMMARY

Health-tech product executive with 8+ years leading product strategy, growth, and transformation across oncology, payer, and digital health ecosystems. Proven success building high-performing teams, scaling \$10M+ product lines, and building user & data informed products that drive tangible clinical and financial outcomes.

Core Competencies: Product Strategy • GTM & Commercialization • Clinical Decision Support • EHR & EMR Workflow Design • Precision Medicine • Team Leadership • P&L Ownership • Health System Partnerships

PROFESSIONAL EXPERIENCE

Product Management | Flatiron Health **08/2018 – 11/2025**

Director of Product, Care Transformation - Healthcare **05/2024 – 11/2025**

- Owned Flatiron's Care Transformation portfolio spanning Clinical Decision Support, Precision Medicine and core EHR workflows; delivered \$8M in 2025 revenue and leading a team of 4 PMs.
- Led development of the first EHR-embedded AI use-case, focused on identifying missed genomic testing
- Drove \$3M (30%) in cost savings through strategic reprioritization and internal redeployment, while preserving critical business and customer priorities.
- Strengthened strategic customer partnerships, with 11/12 top OncoEMR clients rating Flatiron a long-term partner, expanded to 9 genomic testing lab partnerships, and generated \$3M+ in new pharma revenue.

Senior Product Manager & Director, Flatiron Assist (FA) **01/2020 – 05/2024**

- Directed product strategy and GTM for Flatiron Assist, a clinical decision-support (CDS) tool uniting national guidelines with local customization across oncology practices.
- Drove market expansion to ~1,000 community licenses (50% TAM) with \$2M ARR and +70 NPS.
- Led GTM and pricing strategy for exploratory expansion into Epic-integrated health systems, securing 3 early institutional partners.
- Demonstrated measurable clinical and financial outcomes: 75% workflow adoption, 71% increase in site-preferred regimens usage, and a 4x increase in targeted in-house pharmacy utilization.
- Partnered with national payers to pilot electronic prior authorization (ePA) programs, achieving +10% improvement in adherence to payer-preferred therapies.

Product Manager, OncoEMR **08/2018 – 01/2020**

- Spearheaded the problem identification, resource allocation, and development of a novel automated drug substitution framework that now enables 1000+ substitutions weekly.
- Rebuilt core EHR infrastructure that introduced new services for utilizing 3rd party drug data, now used by 10+ EHR workflows – improving performance & dev time, while reducing incidents.

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

Product Owner for BCBSNJ's member-facing properties (Member Website, Member App, and public website), serving 750K+ registered users

- Led a 20+ person cross-functional team to launch a rebuilt Member Website, increasing user satisfaction by 18%, boosting telemedicine utilization by 600%+, and reducing support costs by \$3.5M annually.
- Modernized Horizon's digital operations by introducing agile-aligned processes and a scalable feature request/roadmap framework adopted across multiple business units.

Corporate Strategy Analyst II, Strategic Initiatives Group | Horizon BCBS of New Jersey 09/2015 – 02/2017
Supported enterprise strategy across digital transformation, product modernization, 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 4-year enrollment, revenue, and underwriting performance and delivered segment-level pricing, enrollment, and product design recommendations that informed multi-year profitability strategy.

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, predominantly focusing on Provider Revenue Cycle and regulation compliance

- Led initiatives improving revenue cycle performance, including reducing outstanding AR by 40%, unbilled claims by 95%, and recovering \$1.8M in identified billing opportunities.
- Supported ICD-10 transition and EMR configuration efforts across multi-site systems, aligning clinical workflows, training, and data processes for go-live readiness.

Program Associate | Let's Get Ready 06/2010 – 08/2010; 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 SAT/college prep programs producing 90+ point score gains and 95% college attendance, helped secure a \$500K national grant via the American Giving Awards campaign.

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

- Introduced client stratification model that enabled scalable and equitable client management.

LEADERSHIP EXPERIENCE

Co-founder | Akrasia (Behavioral Health Productivity App) 08/2016 – 03/2018

- Built and tested an MVP habit-formation product used daily by a pilot cohort, applying lean product principles prior to entering health-tech.

Co-lead, Health Industries Advisory Academy | PricewaterhouseCoopers 09/2013 – 09/2015

- Oversaw professional development programming for 200+ consultants and led a 20-person leadership team to deliver training, mentorship, and capability-building initiatives.

National Team Member | Camp Mosaic 03/2012 – 08/2018

- Designed and delivered an annual 6-day leadership training program for 600+ staff, including curriculum development and rollout strategy.

EDUCATION

B.A. Double Major: Economics & International Relations | Tufts University 08/2006 – 05/2010

- Selected Accomplishments: Dean's List; Neubauer Scholar; Captain, Tufts Garba Team