

HEAD OF PRODUCT**Product Management • Product Marketing • Product Development • UX Design • User Research**

Infectiously creative product leader with a solid record driving the development of cutting-edge digital products and services that resonate with customers, from ideation to design and development to commercialization. Positive and engaging growth architect, with a broad breadth of leadership skills, who is continuously testing and looking for innovative ways to delight customers. Passionate and inspiring team leader able to communicate effectively with both engineers and nontechnical stakeholders, who brings everyone together across an organization to bring products to market. Trusted advisor to senior leaders who is critical in defining future offerings aligned with overall company strategies. SME-level understanding of digital mental health technology and the psychology of user behavior in software interaction, particularly advocacy behaviors and social interactions.

Selected Career Accomplishments

- **Organizational Development and Launch:** Built inaugural Product Departments from scratch at three startup companies, in addition to founding two successful design and IT product consulting businesses.
- **Product Release Management:** Released new mobile version of core iCBT offering, new versions of two general product lines, and personalized, occupational aware versions of mental health products for teachers, school administrators, nurses, and general healthcare professionals.
- **User Engagement:** Improved online engagement 88% through design, mobile optimization, and advanced social integration of a customer referral product used by more than three million consumers.
- **Customer Conversion:** Increased customer conversion 32% by decreasing prelaunch bugs by 85% and developing/implementing rapid prototyping and product usability testing functions.
- **Online/Email Marketing:** Developed and launched 150+ highly successful email campaigns that resulted in growth of subscribers from 2,000 to 15,000+ over a five-year period.

Competencies for Building and Maintaining a Competitive Advantage

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| ▪ Team Building, Leadership, and Development | ▪ Website Development Online Marketing |
| ▪ Agile Product Digital Platform Development | ▪ Front-End Product Development |
| ▪ Cross-Functional Collaboration | ▪ Organizational Startup, Development, and Growth |
| ▪ User Research and Testing UX Data Analysis | ▪ Product Roadmapping |
| ▪ Customer Acquisition and Relationship Management | ▪ Enterprise Reporting |
| ▪ Digital Mental Health Disability Management | ▪ Internal and External Communications |

A Career of Scaling Businesses for Growth through Product Innovation**GREAT NORTHERN RESEARCH**

2021 – Present

FOUNDER AND PRINCIPAL

Provide multilevel product and product marketing consulting and product Executive in Residence services to technology SMBs and enterprises. These include preacquisition technology and product evaluations, market validation research, user research, process design, and go-to-market strategy.

- Currently serving as Product Marketing Executive in Residence for RAPIDS (Rapid Access Psychiatric Diagnosis System) and TELUS Health; provide premarket technology evaluations, process design, and product marketing services for new digital mental health technology solutions.

STARLING MINDS

2019 – 2021

VICE PRESIDENT OF PRODUCT

Originally brought in as a consultant to assess product viability and market readiness of a new digital, personalized CBT (Cognitive Behavioral Therapy) platform, which was designed to promote workplace mental health. After completing initial research and assessment of the feature set, usability, and content, offered position on the company's leadership team to take over Engineering, Data Analytics, Design, and Content teams. Focused on setting the strategic direction of the business and products, implementing systems and processes for scaling the business and building a team of A players.

- Started up the Product Management and User Research Program and built the division from the ground floor as the company's first-time Head of Product.
- Within two years, built new teams, rebuilt existing teams, initiated Agile product development practices, stabilized existing platform, and brought the new platform to market.
- Led team in the design and development of the 5.0 Digital Development Platform and iCBT products covering more than two million employees living in Canada.
- Uncovered massive security flaws and breaches in existing platform that had been on the market for three years; led the effort to achieve HIPAA compliance within six months.
- Initiated enterprise reporting and integrated with Tableau systems, built user testing and research processes, and developed a three-year product roadmap.
- Established an Enterprise Data Analysis and Data Sciences team that developed a groundbreaking novel NLP/ML system for assessing risk of suicidality based on user's data phenotype.
- Managed research projects in collaboration with two major BC universities; secured \$2M in funding from Canada's Digital Supercluster to develop mental health products for healthcare workers.
- Co-conceived, launched, and managed free COVID Anxiety Management program that attracted 6,000+ members in the first three months and 12,000+ members over a 12-month period.

PARKER CONSULTING

2014 – 2019

FOUNDER | PRINCIPAL

Leveraged expertise in leadership, product development, UX design, user research, data analytics, market research, and product management to establish this consulting business that specialized in helping early-stage tech startups grow their companies into scalable, sustainable businesses. Managed three to five client engagements concurrently, ranging from short-term commitments to long-term assignments (up to two years), including interim executive roles.

- Managed short- and long-term engagements with both private and public sector client, including TELUS Health, City of Vancouver, Wolf Medical Systems, Propeller One, Kitestings, Port of Nanaimo, Baryshnikov Arts Center, PEN America, and Bard Prison Initiative.
- Hired for one-year engagement as Director of Product with Kitestings, a startup provider of SaaS secure password solutions, to establish product management and marketing processes.
- Led multiple projects over several years as Senior UX Consultant for TELUS Health (formerly Wolf Medical Systems), a Canadian healthcare software provider that connects patients with physicians through mobile apps.
 - Reduced usability issues by 85% for the patient portal and company website by analyzing UX data and implementing remedial solutions.
 - Provided marketing services, including product demo videos and other sales enablement tools.

REWARDSTREAM

2010 – 2014

PRODUCT DIRECTOR (2012 – 2014)

Promoted to build the company's first Product Department. Managed a 12-person, cross-functional team of Product Managers, Product Marketing Managers, Developers, and Designers who built cloud-based, customer referral, and loyalty marketing programs. Refined and led multiple business processes, including product documentation, employee and client training, patent applications, product pricing, and packaging.

- Incorporated Agile development methodology into the Product Management and Product Development departments.
- Drove an 88% improvement in online engagement through the design, mobile optimization, and advanced social integration of the Spark Customer Referral product used by more than three million consumers.
- Decreased prelaunch bugs by 85% and increased customer conversion by 32% through development and implementation of rapid prototyping and product usability testing functions.

DIRECTOR OF PRODUCT MARKETING (2012)

Was responsible for developing positioning, pricing and packaging, messaging, and competitive differentiation of the Spark Customer Referral product line.

- Directed a team of five marketing designers and writers
- Was responsible for the development of storytelling, collateral, demo tools, training, and documentation that allowed enabling sales and marketing team alignment and increased sales by 300%.

REWARDSTREAM (continued)**DIRECTOR OF USER EXPERIENCE** (2010 – 2012)

Brought on board to create and manage the first Creative Services Department for this provider of SaaS loyalty software that provided design and content services for internal Marketing and Product teams and external clients. Built and managed a team of five contract and full-time Graphic/Web Designers and served as Chief UX Architect for all the company's products.

- Designed the UX and UI architecture for the Spark Consumer Referral products and provided pricing estimates and design services for internal and external client projects.
- Cultivated and managed relationships with numerous Fortune 500 clients, including AT&T, T-Mobile, Sprint, RBC, Virgin Mobile, Boost Mobile, Scotts Fertilizer, Lean Cuisine, Nestlé, Vitacost, Rogers Communications, and BCLC.

YAHYAH STUDIOS

1999 – 2010

FOUNDER | DESIGN DIRECTOR

Leveraged prior experience to build and grow this boutique agency that provided brand/identity design, multimedia design, web development, email marketing, B2B marketing communications, data analysis, and UX product design services for an array of public and private sector clients. This included a multiyear client engagement as a Senior Design Consultant with TELUS Physician Solutions (formerly Wolf Medical Systems).

- Facilitated entrance of Wolf Medical Systems into the burgeoning field of health technology/electronic records management, by providing a diverse array of B2B services, including UX product design.
- Provided B2B design services for Wolf Medical in the areas of product design, brand development, and product marketing collateral that included the corporate brand guide, website, brochures, and trade show displays.
- Spearheaded website design for the City of Vancouver in preparation for the 2010 Olympics.
- Grew Vancouver Opera email subscription list from 2,000 to 15,000+ subscribers over a five-year period through launch of 150+ highly successful email campaigns.
- Designed content management systems (CMS) and provided user training for clients including Vancouver Opera, Centennial Theatre, Vancouver East Cultural Center, Vancouver International Dance Festival, and Wolf Medical Systems.

EARLIER EXPERIENCE: **Senior Marketing Designer** with Pivotal Corporation and **Marketing Designer** with Synex Systems.

Education and Affiliations

Undergraduate Studies – University of Victoria
Professional Training – Pragmatic Marketing Institute and Nielsen Norman Group
Member, Product Management Association of British Columbia