

A results-oriented leader with extensive experience developing consumer-centric medical devices, I make positive lasting impact on the companies where I work, the products and services we craft together, and the people we serve through our designs. I thrive on creating and guiding innovative product strategies, research activities, and development teams. From insights

discovery to commercialization, I establish robust contextual understanding of the needs our products address and lead teams to create products that serve and delight. An agile learner and synthesizer of complex topics, I expedite alignment across the organization, bringing technical, commercial, marketing, and executive teams into flow.

## PROFESSIONAL EXPERIENCE

### Senior Director, Commercial Strategy and Sales Operations

Kindeva Drug Delivery • Greater Boston • Mar 2022 – Mar 2025

Led the sales enablement and operations team, supporting 12 business development leaders driving a \$1B+ global pipeline. Initially engaged to advance a go-to-market approach for microneedle platforms; within six months, the role expanded to encompass strategic guidance for all Kindeva platforms: injectables, pulmonary and nasal inhalation, and dermal delivery. Working directly for the Chief Commercial Officer, spearheaded initiatives requiring significant change-management leadership, including launching an analytical services business, creating a sales operations department, owning the inaugural company-wide CRM implementation, and cultivating organic and acquisition growth opportunities.

### Vice President, Head of Product Strategy

YourBio Health • Greater Chicago • Sep 2020 – Feb 2022

Key member of leadership team that secured \$21MM in expansion funding for this remote diagnostics service provider. Defined and drove execution of product vision, strategy, design, development, and marketing. Led company conversion from device manufacturer to full-service Direct-to-Consumer business, including development of consumer-centric packaging, instructions, ecommerce and support websites, and implementation of back-end systems to bring the service to market in the UK.

### Director, User Research and Human Factors

Bresslergroup • Philadelphia • May 2016 – Sep 2020

Created a ten-person user research and human factors team that exceeded sales targets all four years of my leadership, generating over \$2MM in annual revenue. Delivered qualitative and quantitative insights to local, national, and global clients across medical, consumer, and B2B industries. Responsible for business performance of the team, including strategic planning, growth management, and development of key client relationships.

### Manager, User Experience and Product Strategy

Unilife • Greater Philadelphia • Sep 2012 – May 2016

Led a user experience design team at a mid-size medical device manufacturer. Collaborated with global pharmaceutical companies in the USA, Europe, and Asia to advance combination-product introductions. Designed and developed wearable injector interfaces and instructions for medical therapies based on user-centered design principles.

### Strategist, Business Development

LBDesign • Greater Philadelphia • Aug 2010 – Aug 2012

Leveraged design and international experience to grow a communications consultancy entering the US market. Performed user analyses and user-experience design on client projects and company processes.

### Catalyst, Product Design

Embrace Global • Bangalore • Jan 2010 – Jul 2010

Conceived and designed safety elements for an infant warmer to prevent hypothermia in newborns. Directed prototype testing, feedback collection, and insight distillation across the neonatal care ecosystem in India.

### Consultant, Business Technology

Deloitte • Chicago • Jul 2006 – Apr 2009

Defined and solved business challenges through custom software and business process improvements for Fortune 500 clients. Supported user-requirement definition and QA testing during technical development.

## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Master of Product Development • May 2012

### UNIVERSITY OF ILLINOIS (UIUC)

BS, Mechanical Engineering • Dec 2005

Minor in Technology and Management  
Summa Cum Laude

## AWAY FROM WORK

At home, I design and 3D print devices to address little needs here and there. I love to play soccer, make pizza, and read with my young son. Traveling is one of my favorite things to do. I enjoy learning about people and cultures, and sampling delicious food along the way. Exploring Boston by foot and bicycle is a newfound pastime. My charitable efforts focus on meeting the needs of the unhoused.