

An empathetic leader with experience in consumer-centric medical devices, I care deeply about making a positive, lasting impact on those with whom I work, the products and services my teams craft, and the people we serve through our designs. I focus on creating and guiding innovative product strategies, research

activities, and development teams. Working from discovery of insights to refined concepts ready for production, I establish deep contextual understanding of the needs our products address. From there, I apply rigorous data-driven design and engineering processes to create products that serve and delight.

PROFESSIONAL EXPERIENCE

Vice President, Head of Product Strategy

YourBio Health | Greater Chicago | Sep 2020 – Present

Define and drive implementation of product vision, strategy, design, development, and marketing, for a remote diagnostics service provider. Led company conversion from strictly device manufacturer to full-service Direct-to-Consumer (DTC) business, including development of consumer-centric packaging, instructions, ecommerce and support website, and implementation of back-end systems to bring the DTC service to market in the UK. Key member of team driving corporate strategy that lead to \$21MM round of funding in support of expansion.

Director, User Research and Human Factors

Bresslergroup | Philadelphia | May 2016 – Sep 2020

Consulting across industries, grew user research team to consistently deliver valuable insights to local, national, and global clients. Responsible for business performance of the team, including strategic planning, growth management, and development of key client relationships. Created a research team that met or exceeded sales targets all four years, generating over \$2MM in annual sales.

Manager, User Experience and Product Strategy

Unilife | Greater Philadelphia | Sep 2012 – May 2016

Lead user research team of a mid-size medical device manufacturer. Drove partnerships with global pharmaceutical brands in the US, Europe, and Asia to progress combination-product introductions. Designed and developed wearable injectors for pharmaceutical therapy markets based on user-centered design principles.

Strategist, Business Development

LBDdesign | Greater Philadelphia | Aug 2010 – Aug 2012

Leveraged design and international experience to grow a communication design consultancy as it entered the US market. Performed user-centric analyses and brought user-experience perspectives to client projects.

Catalyst, Product Design

Embrace Global | Bangalore | Jan 2010 – Jul 2010

Ideated and designed safety elements for an infant warmer to preventing hypothermia in newborns. As the in-country lead, directed prototype testing and feedback collection across the neonatal care ecosystem.

Consultant, Business Technology

Deloitte | Chicago | Jul 2006 – Apr 2009

Partnered with Fortune 500 clients, defined and solved business problems focused on customized software and business process improvements. Contributed to the technical development of marketing software.

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

Exploring 3D printing, I make devices to address small needs here and there. I love to play soccer, make pizza, and read in my favorite chair. A foodie and avid traveler, I enjoy learning from new people and cultures. My charitable efforts focus on meeting the needs of the homeless and less advantaged.