



ETHAN MARTINEZ

Principal Product Manager - Healthcare

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SKILLS

Cross-functional Leadership



Strategic Planning



Product Launch



Quality Assurance



User Feedback Analysis



Market Trends Analysis



INTERESTS

📖 Birdwatching 🧳 Traveling
🏋️ Sports Coaching 🧶 Knitting

STRENGTHS

🔧 Pragmatism 🍃 Sensitivity
❤️ Sincerity ⚓ Stability

LANGUAGES



English



German



Spanish

ACHIEVEMENTS

- ★ Led the launch of a healthcare app that improved patient engagement by 30%.
- ★ Developed a product roadmap that increased market share by 15% within 12 months.

PROFESSIONAL SUMMARY

Experienced Principal Product Manager specializing in healthcare solutions with 7 years of expertise in driving product innovation and strategic execution. Skilled at leveraging data analytics and user feedback to develop impactful product roadmaps that meet market demands. Proven track record of leading cross-functional teams to deliver solutions that enhance patient outcomes and drive organizational success.

WORK EXPERIENCE

Principal Product Manager - Healthcare

📅 Feb / 2021-Ongoing
📍 Phoenix, AZ

Quantum Solutions LLC

- Managed the end-to-end product lifecycle for healthcare solutions, ensuring alignment with regulatory standards.
- Launched innovative patient management systems tailored to diverse user needs.
- Served as product owner for Agile teams, prioritizing features based on user feedback.
- Developed comprehensive marketing strategies to promote healthcare products.
- Oversaw a \$15M annual product line, achieving targeted revenue growth.
- Successfully introduced mobile applications for healthcare professionals, enhancing accessibility.
- Established and nurtured partnerships with healthcare providers, expanding the product ecosystem.

Principal Product Manager

📅 Feb / 2018-Feb / 2021
📍 Phoenix, AZ

Cactus Creek Solutions

- Developed messaging platforms to position healthcare analytics products effectively in the marketplace.
- Managed product development for integrated healthcare solutions on cloud infrastructure.
- Identified market needs and defined product features that align with user expectations.
- Led initiatives to track product performance and revenue growth metrics.
- Managed compliance initiatives for healthcare products, ensuring adherence to regulations.
- Guided teams through product integration processes post-acquisition, aligning offerings with company standards.

EDUCATION

Master of Business Administration

📅 Feb / 2015-Feb / 2018
📍 Denver, CO

Harvard University

Focused on healthcare management and product strategy.