

Michael McLeod

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SUMMARY

Friendly and empathy-first tech innovator with 3-time start-up experience leading multiple products through a framework of people, process, then technology. Repeatable success in applying a broad knowledge of business concepts, technical acumen, and people management to build extraordinary products. Strong interpersonal skills which allow for influential interactions across all levels of an organization efficiently, continuously meeting timelines and stakeholder objectives.

RELEVANT EXPERIENCE

DentalXChange – Irvine, CA

Aug 2022 – Present

Senior Product Manager, Credentialing & Eligibility

- Led a [new product](#) from idea to launch utilizing a market problems approach to identify key revenue driving features resulting in an on-time delivery.
- Implemented a new go-to-market process which decentralized workloads enabling department leads to own their respective areas and complete GTM within 8 weeks versus the 3-month historical average.
- Utilized an OKR driven product roadmap for the credentialing product to deliver 4 new major features within 12 months enabling improved client retention and competitive advantage.
 - [Payer Messages](#) reduces the back and forth and lack of visibility within each organization during the credentialing process.
 - Email application submissions works on top of Payer Messages to email applications directly to the payers improving the provider experience.
 - Integrated Sendgrid and PDF.co APIs to enhance workflows by adding document compression, delivered and read receipts, and simplified management of communications.
 - Outreach Cycles reimagines the recredentialing and attestation process by improving manageability resulting in a higher success rate for application submission.
- Tracked and used hot fixes to resolve customer issues while uncovering the root cause. Prioritized long term fixes into the roadmap resulting in a 70% decrease in escalations over a 4-month period.
- Built comprehensive Looker dashboards from the ground up giving a first look into product analytics leading to more informed decisions across the company around priorities, pricing, and the market.

imaware Health – Austin, TX

May 2020 – Jul 2022

Head of Product Operations

- Spearheaded the development of four [COVID-19 products](#) which generated over \$25,000,000 in revenue over 18 months. Achieved success by employing simple wireframes, breaking down complex data-diagrams for lab API integrations, and iterating from an MVP, regulatory-compliant patient portal, alongside internal and external engineer teams.
- Conducted A/B testing to successfully [improve core business offering](#) by improving interactive user instructions that increased first-time patient success rate by over 50%.
- Strategized a product roadmap to decompose logistics technical systems including Shopify, SFTP/CSV tools, manual spreadsheet reporting, and multiple vendors to grow from an average of 250 monthly orders to a redundant, scalable, and highly integrated 3PL strategy of 2,500 monthly orders.
- Empathized across multiple teams and leadership to advocate buy-in and lead the implementation of Salesforce. Utilizing annual budgeting, managing an external implementation firm, hiring an internal developer, and an agile SDLC to deploy a robust sales, onboarding, and client success platform allowing teams to scale 175% MoM.

PetDesk – San Diego, CA**Sep 2019 – Apr 2020****Implementation Specialist**

- Participated and led refinement of onboarding project management playbook to include documentation, transition from HubSpot to Salesforce, and efficiency improvements that led to customers onboarding 1-2 weeks sooner.
- Broke company records for call times and continuously sought improvement in product knowledge, customer success, and became a resource within the company that others could lean on.

Carmens Events – Bellaire, TX**Jan 2018 – Jun 2019****Operations Manager**

- Implemented an [event planning CRM](#) to standardize planning rituals, consolidate billing activities, and increase event planner and client interactions which led to a 200% increase in new bookings over a 12-month period.
- Established operations efficiency program to streamline P&L activities and reduce event overhead by 15%.

U.S. Marine Corps – Jacksonville, NC**Oct 2011 – Aug 2015****Company Armory Chief / Infantry Assaultman**

- Developed an [inventory management system](#) that streamlined record management, location tracking, and reporting of over 750 assets allowing simplified operations and more accurate reporting.
- Instructed 5 classes to over 200 personnel on deployment of aerial imagery equipment and rocket weaponry.

EDUCATION

University of Houston, C. T. Bauer College of Business – Houston, TX

Bachelor of Business Administration in Management Information Systems**May 2019****CERTIFICATIONS**

Pragmatic Institute – Phoenix, AZ

Certified Product Manager**Apr 2023****HONORS AND AWARDS**

- Product Manager of the Year, 2023
- President's List: Spring 2017
- Dean's List: Spring 2016, Fall 2016
- Navy and Marine Corps Achievement Medal: Apr 2014, Aug 2015

ACTIVITIES

- Trevor Project Volunteer Counselor, 2023
- University of Michigan Dance Marathon, Volunteer Technician, 2009-Present
- Agape Development, Intranet Revitalization Project, 2019

TECHNICAL COMPETENCIES

- Atlassian, Jira, Confluence
- Limited SQL, Reporting, Looker
- Low-code software tools
- Excel and Google Sheets
- Salesforce.com Sales Cloud