

Jeremy Blanchard

Product Management ▪ Product Innovation ▪ User Experience (UX)

Profile

User-driven **Product Professional** offering targeted qualifications in **needs analysis, usability testing, feature specification and prioritization, product lifecycle management, process re-engineering, efficiency improvement, and open communication**. Aptitude for enhancing customer satisfaction and driving user engagement through skillful evaluation of client requirements, and alignment of business initiatives with target markets. Credited for exceeding expectations with a collaborative spirit, integrity, and professionalism.

Proficiencies developed through employment, educational, and service experiences include:

- Problem Solving
- Meeting Facilitation
- Decisive Team Leadership
- High-Impact Presentations
- Planning and Prioritization
- Requirements Gathering
- User Feedback
- Effective Communication
- UX / UI Design
- Usability Testing
- Rapid Prototyping
- Specification Writing

Education

Boston University (Dual-Degree Program), Boston, MA **2010**

▪ **MBA** (Master of Business Administration) / **MSIS** (Master of Science in Information Systems)

Program Concentrations: Marketing / Strategy and Business Analysis

Certifications: Six Sigma Green Belt

Activities: Website Council Member – www.smgmba.com

Competitions: First place in school cohort for PharmaSim business marketing management (Interpretive Solutions); finalist in MOAEC-sponsored internal technology marketing case

Product Marketing Graduate Internship: EMC2, Hopkinton, MA (Summer 2009)

Berklee College of Music, Boston, MA **2006**

▪ **Bachelor of Music**

Program Concentrations: Performance (electric bass) and Songwriting

Academic Distinctions: Magna cum laude, Dean's list

Certifications

Certified Scrum Product Owner **2014**

Scrum Inc.

Summary of Experience

IntelyCare Inc, Quincy, MA

Sept. 2017 - Present

Director of Product Management

SilverRail Technologies (acquired by Expedia), Woburn, MA

June 2013 - August 2017

Senior Product Manager | User Experience Designer

Affinnova, Inc. (acquired by Nielsen), Waltham, MA

Sept. 2010 - June 2013

Product Manager | User Experience Designer

EMC², Hopkinton, MA

Summer 2009

Product Marketing Graduate Intern

MEDITECH, Inc., Westwood, MA

May 2006 – Aug. 2008

Applications Specialist / Systems Analyst

Selected Accomplishments

Director of Product Management – IntelyCare Inc.

Leadership – Led a team of Product Managers and Designers to launch and maintain five coordinated apps for three major user persona groups all built on top of the core platform. Instituted standards and templates to improve the quality and efficiency of team deliverables.

User Focused – Coached Design team in incorporating regular user testing and customer feedback into their process to improve adoption and success of new features.

Consumer Behavior – Worked in a cross-functional group to improve incentives, self-identifying with the IntelyCare brand, and long term career and personal growth of our Healthcare Professionals.

Roadmap and Vision – Initiated the adoption of roadmap planning and related prioritization processes to better enable company and product vision and delivery.

Data Driven – Leveraged business intelligence tools to drive decision making and success tracking using simple visualizations of complex data.

Senior Product Manager – SilverRail Technologies

Product Management – Led the development and innovation of a web-based application for travel professionals, leveraging the SilverRail SOAP API service to provide travel agents with a web interface to search, book, pay, ticket, and modify SilverRail's global rail content easily and consistently. Led the defining, scoping, development, and delivery of several new REST JSON micro-services which aid partners by decreasing implementation time.

Usability – Created rich detailed mockups using HTML, CSS, and Javascript to simulate actual interactions for more accurate user feedback during individual and group usability sessions with London-based travel agents.

Leadership – Managed and coached autonomous Product Owners and Dev team based in Boston, Croatia, and California. Created new 'skunkworks' scrum team to build new MicroServices to fulfill market need.

Process Improvement - Led the transition to a more 'text-book' Agile Scrum development process including estimating in Points using Planning Poker and bringing QA testing into the same sprint as development which dramatically improved planning reliability.

Product Manager | User Experience Designer – Affinova, Inc.

Product Management – Led the design and implementation of many high value products and features including a built from the ground up web based rich-text editor, social collaboration features, data driven concept diagnostics, multi-language and translation capabilities, and other operational and usability enhancements.

Innovation – Created prototypes using Axure and Balsamiq to both get quick feedback on smaller questions and to mock-up full featured products. Willing to take calculated risks and learn and adapt quickly from user feedback. Led thought and design process on many large and intricate yet to be released features.

Leadership – Product Manager for 18 on-shore and 10 off-shore developers and QA. Established processes for defining and documenting requirements and working within the Agile Scrum development process. Trained and assisted other junior product managers to increase productivity and quality of the team output.

Usability – Planned, scripted, and facilitated a formal usability test with external users in order to validate and improve an upcoming feature, saving the company \$25,000 by testing in-house using freely available screen capturing and screen sharing tools.

Product Owner – Affinova, Inc.

Product Management – Successfully managed development of a rich web application from proof of concept, through beta, pilot, and official launch, enabling a new and scalable Software as a Service (SaaS) business model, bringing the company its first non-project based income.

Product Ownership – Led an Agile development process in a 6 to 20 person development team and transitioned from a scrum model to a kanban model in order to better meet rapidly changing priorities.

Usability Testing – Through internal and external user testing, gathered valuable feedback on work-flows, *pretotypes*, mock ups, working prototypes, and existing product features, helping the development team to fail early in order to improve upon the product prior to launch.

Process Management – Methodically migrated a smattering of disconnected tracking systems to one central repository for efficient issue management and established and trained the company on collaborative, iterative agile product development.

Product Marketing Graduate Intern – EMC²

Project Management – Skillfully coordinated efforts of eight departments to complete Gartner's Magic Quadrant Mid-Tier survey in 12 days, demonstrating competencies in organization, efficiency, communication, leading without authority, and schedule management.

Strategic Collaboration – Interfaced with members of product marketing team to formulate a cost-efficient and customer-centric product bundling strategy.

Data Analysis – Analyzed multifaceted survey data, documented results, and generated a valuable feature satisfaction presentation to communicate findings.

Product Marketing – Spearheaded a viable social media business proposal for EMC's CLARiiON product line, designed to promote brand awareness, encourage external communication, enhance customer engagement, and optimize marketing efficiency.

Applications Specialist / Systems Analyst – MEDITECH, Inc.

Client Services – In role of liaison between consumer and programming staff, provided troubleshooting support, resolved software issues, improved functionality, reliability, and performance, and increased customer satisfaction through creative solutions.

Relationship Development – As # 1 performer in group, recognized for success in building productive and sustainable client partnerships with 65 hospital sites without compromising productivity, efficiency, quality, or profitability.

Customer Education – Evaluated end-user training needs, developed program content, and delivered MEDITECH software presentations to customers in week-long group sessions, demonstrating instructional skills, strong client focus, and extensive IT background.

Process Re-engineering – Through research, requirement analysis, and on-site consultations, produced comprehensive assessment reports, developed new programs, and devised streamlined workflows and procedural controls to optimize productivity and improve turnaround time.

Product Management – Gathered requirements through customer interviews in order to specify custom products and features. Collaborated directly with developers to deliver custom products in a timely manner while communicating frequently with the customer.