

Jeremy Blanchard, MBA, MSIS
617-372-1785
jjmblanchard@gmail.com
Remote
Linkedin.com/in/jeremyblanchard

Product Leader

OVERVIEW

Entrepreneurial product leader with 14+ years experience integrating business strategy, technology innovation, and creative vision for impactful outcomes. Skilled in 0-1 products, platforms, and marketplaces. Thrives in challenging environments, driving user-centric designs powered by AI/ML solutions. Proven track record of transformative initiatives that elevate user experience and fuel business growth. Seeking my next step challenge as Product Leader in your organization.

CAREER HIGHLIGHTS

- Led entire build up of 2-sided marketplace from beta to \$1.1B valuation
- Designed and launched features generating \$60M in first full year revenue and processes saving an estimated \$500K in development costs
- Grew product and design team from 1 to 14 on-site, hybrid, and remote team members
- Three (3) US Patents for application of genetic mutation algorithms to CPG innovation

KEY EXPERTISE

Languages: English (Fluent), Dutch / Flemish (Proficient)

Product Skills: 0-1 Product Development, AI/ML, UX Design, A/B Testing, Product Innovation, User Research, Presenting to Senior Executives, Internationalization (i18n) Lead Distributed Teams (US-East to West Coasts, United Kingdom, Germany, Croatia, Albania, India, Australia)

Technical Skills: Jira, Confluence, Monday.com, Asana, ProductBoard, Microsoft 365, Google Workspace, Adobe Creative Suite, Balsalmiq, Figma, Domo, Slack, Lucid, HTML, CSS

Industry Skills: Business and Consumer, 2-Sided Marketplace, Healthcare Staffing, SaaS, Marketing Technology, Travel

Certifications: Certified Scrum Product Owner, Six Sigma Green Belt

PROFESSIONAL WORK EXPERIENCE

IntelyCare, Inc.

2017-2024

AI/ML propelled IntelyCare to become the 2nd largest healthcare per diem healthcare staffing company in the US. Hired as Director of Product to lead the agile development of a 2-sided marketplace B:B and consumer focused mobile and web apps and was instrumental in company growth from ~15 people and \$17 million in revenue to ~450 people and a \$1.1B valuation.

SENIOR DIRECTOR OF PRODUCT

- Designed and documented scalable web and mobile apps and processes, leveraging agile methodologies and user empathy, to support over 80,000 Daily Active Users (DAU) with a ~40% DAU/MAU ratio
- Managed multiple products and redesigned foundational architecture to support aggressive business goals to expand total addressable market and regional presence

- Launched impactful features within our core business which quickly grew to account for 9% of revenue and maintained an NPS score over 60
- Spearheaded ideation, consensus, and implementation of user loyalty and gamification system to positively influence user behavior
- Implemented an annual clinician review system on my own avoiding months of calendar time and saving an estimated \$500K in development costs
- Grew team to 10 product managers and four (4) Designers while focusing on developing and enabling others through coaching and delegation
- Working collaboratively with engineering, design, user research, copywriters, lawyers, nurses, and data scientists to build well rounded and data-driven products

SilverRail Technologies (acquired by Expedia)

2013-2017

SilverRail's technology makes global rail easy for rail operators, travel agencies and travelers. Spanning the full customer experience: journey planning, distribution, fulfillment, customer service, and data insight. Hired as Product Manager to lead the design and development of a SaaS web-app enabling travel managers to easily support domestic and international rail travel.

SENIOR PRODUCT MANAGER

- Led the development and innovation of a SaaS web-based application for travel professionals, leveraging the SilverRail SOAP API service to provide travel agents with a normalized UI to search, book, pay, ticket, and modify SilverRail's global rail content easily and decreased implementation time through leading the defining, scoping, development, and delivery of new REST JSON micro-services
- Managed and coached autonomous Product Owners and Dev team based in Boston, Croatia, and California while coaching the team through the adoption of Agile Scrum development process dramatically improving planning reliability
- Designed the clickable wireframe using HTML and Bootstrap CSS

Affinnova, Inc. (acquired by Nielsen)

2010-2013

A global marketing technology company that dramatically improved innovation and marketing success rates powered by proprietary optimization algorithms and predictive analytics and insights. Hired as Product Owner to lead the creation of a new SaaS offering to dramatically improve usability, efficiency, and cost-effectiveness.

PRODUCT MANAGER

- Led the ideation 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, and multi-language and translation capabilities
- Collaborated with internal and external engineers, designers, copywriters, brand experts, and data scientists on applying genetic mutation algorithms to consumer products
- 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 and months of calendar time by testing in-house using available screen capturing and sharing tools

EDUCATION

Boston University, MBA & MSIS, New Product Development & Strategy

2008-2010

Berklee College of Music, Bachelor of Music, Songwriting and Performance

Magna Cum Laude