

HANNAH C. WOOD, MBA

508 315-7114 cell | woodchannah@gmail.com | [linkedin.com/in/hannahcwood](https://www.linkedin.com/in/hannahcwood)
work portfolio: [HannahCWood.com](https://www.HannahCWood.com)

SUMMARY

I am a versatile product leader with 7 years in product management, including 5 years in health tech in the medications/Rx management space. In my daily work, I also leverage an additional 10+ years of strategic marketing and go-to-market experience.

I have managed up to 3 employees. I excel at leading large (40+ people) and small cross-functional teams to solve problems and complete projects.

I'm passionate about continuous learning - most recently completing 16 hours of Generative AI and LLM App Development training and a 5-hour AI & Data Science for Product Management course.

SKILLS

- Healthcare experience
- Product management
- Team leadership
- Market research & analysis
- Go-to-market strategy
- B2B2C
- Product vision
- Product strategy
- Product road mapping
- Communication
- KPIs/OKRs
- Jira, Confluence, Aha, Product Board, SFMC, Agile, Kanban and Waterfall

EXPERIENCE

Senior Product Manager
Randstad RiseSmart, Remote

Nov 2023 - Current

- Strategize product features and improvements to reduce operational costs toward SaaS company's \$3 million dollar savings goal
- Lead strategy and feature development on new product's ROI and NPS
- Build features on 3 separate products with 7 different development teams for both internal users and customers
- Conduct competitor research to inform product and feature direction
- Bridge the relationships between technology and business leadership
- Create monthly product reports for Sr. Director of Product, VP Global Practice, Global Marketing Lead, and VP of Customer/Sales and other stakeholders

Senior Product Manager
Cambia Health Solutions/Regence BCBS, Remote

April 2021 - Sept 2023

- Guided overall product vision for medication features for 390k users on the Regence Blue Cross Blue Shield platform
- Architected roadmap to improve user experiences, align with the company's strategic goals and influenced stakeholders on the goals/vision
- Collaborated with pharmacists and engineering team on triggered communications to members through Salesforce Marketing Cloud, resulting in \$4.3m in savings for the health plan and the users, advancing company OKRs
- Directed cross-functional team of engineering, marketing, design, research and analytics team members
- Led hiring for UX/UI designer and oversaw their design and research work

Product Mgr. III and Sr Product Marketing Mgr.
Cambia Health Solutions/Regence BCBS, Remote

March 2019 - March 2021

- Created strategic marketing plan and roadmap for B2C audience for MedSavvy, a medication transparency start-up for 200k users
- Deployed strategies for increasing customer engagement/retention
- Performed qualitative market research and SWOT analyses on competitors

Marketing and Communications Director
Building Performance Institute, Malta, NY

July 2016 - Dec 2018

- Presented quarterly reviews to Board members and executive team
- Planned and executed marketing campaigns on budget
- Led \$65k website development for 12k users of bpi.org
- Managed 3 employees

Go-to-Market Research Consultant

Aug 2012 - March 2016

- Siemens UK, EMI Boston and WPD Germany

Marketing & Communications Project Manager
SRA International, Washington, D.C.

Sep 2007 - Aug 2012

- Implemented award-winning marketing and communications strategy for \$5.5 million national and state ENERGY STAR programs
- Managed website development, A-B testing, collateral development and focus groups to personalize communications to target audiences

EDUCATION

- Master of Business Administration (with merit), Warwick Business School, UK
- Master of Arts, Communication, Johns Hopkins University Washington, D.C.
- Bachelor of Arts, St. Mary's College of MD