

ANU RAMAKRISHNAN

PRODUCT LEADER, HEALTH TECH

www.allthingsanu.com/projects

San Francisco Bay Area, CA

U.S. Permanent Resident

EDUCATION

Dartmouth College '14, Hanover NH
Master of Engineering Management

University of Washington '13, Seattle WA
Bioengineering with a Mathematics Minor

Stanford University '11, Stanford CA
Certificate, General Management

CERTIFICATIONS

PM Course Instructor
Product School, Udemy

Lean Six Sigma Black Belt
Dartmouth College

AI for Digital Healthcare
Stanford University

EXPERIENCE

Applied Cognition

Head of Product (Sr. Director), Apr 2021 - Present



- Founding product leadership hire at pre-series A biotech startup (20M+ funding).
- Managing a portfolio of 3 core products as part of our wearable-powered consumer healthcare platform pre-clinical Alzheimer's disease and our discovery platform for clinical trials and research.
- Launched our first wearable-powered digital therapeutics platform from 0-to-1 for pre-clinical AD diagnosis, monitoring and management using first-of-its kind insights on brain health & longevity intended for diagnosis and management in self-pay and value-based healthcare settings, leading discovery through technical execution.
- Hired & coached a high-performing product development team with both in-house and near-shore engineers, UX designers, TPMs and clinical researchers, increasing overall velocity by over 50% in 12 months, overseeing overall product team budget, and driving build-buy-partner decisions.
- Oversaw market and user research, customer segmentation, acquisition strategies, A/B testing experiments and technical delivery. Partnered with the CEO to drive partner selection, GTM efforts and customer onboarding for our clinical trials and commercial offering.

Genentech (Roche)

Principal Product Manager, Aug 2020 - April 2021



- Led Product Management for Digital Health Products in Oncology as part of a transformational New Product Innovation team focusing on AI & Personalized Healthcare to improve patient experience in clinical trials.
- Lead strategic roadmap development, internal partnerships & GTM for the first integrated wearable & DTx platform & SDK to enable pilot deployments in Oncology CTs, to collect continuous insights & track adverse events reporting with a team of UX Designers, data scientists & engineers.

Samsung Health

Senior Product Manager, Aug 2018 - Aug 2020



- Led product management for a first-of-its-kind smartwatch enabled digital AI platform for virtual cardiac rehabilitation generating \$4M yearly revenue. Key product components include wearable (smartwatch), mobile app (iOS & Android), AI insights platform & integrated cloud services.
- Iterated upon MVP by launching feature releases to solve key customer pain points, growing patient user base by 10X in 12 months. Product & clinical outcomes featured in WSJ, JAMA and CES.
- Responsible for Product & Release Roadmap, Defining Feature & Technical Requirements, overseeing UX Research & Design, Engineering & QA activities, monitoring and refining product metrics in collaboration with 5 global teams, delivering high value product releases.
- Supported strategic product expansion & business development activities by identifying new product/feature areas based on market & competitive research and payer landscape.



Kaiser Permanente Bets on Smartwatches to Lower Costs
on.wsj.com/404i3aA



Publication: Review of Home based Rehab
bit.ly/3ZGMZ0Z



Keynote 2019: Largest cardiac rehab program
bit.ly/3ZGOfRL

iRhythm Technologies

Technical Product Manager, Jan 2015 - Aug 2018



- Launched two of iRhythm's core care management platform products (patient care app & EHR integrated care management platform) driving customer growth by 40%.
- Launched iRhythm's first near-real time AI detection service on our wearable diagnostic and clinical decision support tool by driving feature identification, training and test data set development, algorithm validation and analysis leading to a successful 510K FDA submission.
- Served as key product liaison for Product Marketing, Regulatory, Clinical Development & Engineering.

AWARDS

- **Product Innovator of the Year** awarded by **Globe Awards** in 2020 for exceptional contributions to digital innovation in the healthcare industry.
- **Einstein Visa (EB1-A Green Card)** awarded by USCIS in 2021 for **extraordinary abilities in product management** and contributions to the Digital Health & Therapeutics industry.

SPEAKING ENGAGEMENTS

Present **talks on Product Management** catered to current and aspiring PMs with an interest in technology & health at various enterprises in the Bay Area. **Featured talks:**

- **Women in Product 2020 & 2021**, "Being Agile with User Testing", "Becoming a Health Tech PM"
- **Productboard.io SF HQ, Becton Dickinson, Product School** "How to build successful health tech products as a PM", "Approaching UX for Health Tech Products as a PM"