

KELLY SCHERER

OVERVIEW

Dynamic Senior Product Manager with career expertise in leading the end-to-end product development of major product features. Adept in developing product roadmaps and documenting functional requirements in the clinical space. Collaborative leader skilled in providing substantial data analysis and visualization to drive decision making at the executive level.

AREAS OF EXPERTISE / SKILLS

Product Management | Product Development | Product Roadmap Management | Clinical Research/Operations | User Research | Usability Testing | Agile Software Development | Data Visualization | Leadership | Project Management

WORK EXPERIENCE

KONEKSA HEALTH

Senior Product Manager (Feb 2023 – April 2024)

New York, NY
May 2022 – April 2024

Product Manager (May 2022 – Feb 2023)

- Led the successful launch of a new configurable clinical research platform that supports remote patient data collection and health data visualization for health researcher decision making.
- Drove the timely delivery of over 40 product releases through cross-functional coordination of work conducted by 3 associate product managers, 4 engineering teams, as well as local and off-shore QA staff.
- Owned and prioritized the product roadmap utilizing client feedback and market trends with company-level business objectives to meet client and company milestones. Regularly communicated the roadmap with the executive leadership team and broader company staff on a regular basis for awareness and approval.
- Led the end-to-end product development of major product features across a web-based platform and accompanying mobile application, which included: a platform-based notification system, platform data visualization and report tooling, patient facing neurocognitive measures, viable FDA audit tracking and reporting systems.
- Spearheaded numerous user research, usability testing, and human factors testing initiatives on patient and clinician facing technology to develop intuitive and easy to use product features and led the execution of a resource hub.

EVIDATION HEALTH

Manager, Digital Research Operations (Jul 2021 – May 2022)

San Mateo, CA
January 2018 – May 2022

Senior Associate, Digital Research Operations (Apr 2020 – Jun 2021)

Associate, Digital Study Operations (Jan 2018 – Apr 2020)

- Facilitated cross-functional work across engineering, design, research, and client teams to develop novel features for a study implementation product that supports a diverse user population.
- Supported the development and execution of over 50+ client sponsored digital research projects, prioritizing user experience and annual revenue increases at an early-stage digital health start-up.
- Supported the development of the product roadmap, identified and ticketed system bugs, and documented functionality and use cases of product features, as well as facilitated user acceptance testing & end-to-end testing.
- Responsible for the operation of the Digital Research Operations team and have managed a team of 8 associate to senior level individuals.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO - LATE LIFE DEPRESSION LAB

Clinical Research Coordinator

San Francisco, CA
March 2016 – January 2018

- Facilitated a multi-site study, coordinating medical providers, specialized professionals, and study participants.
- Performed 100+ structured clinical interviews and neuropsychological testing batteries with human subjects.
- Provided substantial data analysis using a large pool of data from longitudinal studies using excel, SPSS, and R.

CONTRA COSTA CRISIS CENTER

Project Manager

Walnut Creek, CA
December 2014 – March 2016

- Developed and coordinated a new program within the boundaries of a multifaceted nonprofit using novel telehealth surveillance and intervention approaches.
- Worked with community health agencies to build relationships and map appropriate modes of service.
- Created the user interface of the project database to provide proficient data collection and program evaluation.

EDUCATION

- UNIVERSITY OF SAN FRANCISCO

San Francisco, CA

Master of Public Health - *Honorary Society in Public Health Delta Omega Recipient*

- UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Santa Cruz, CA

Bachelor of Science in Neuroscience - *Emphasis in Behavioral Analysis, Psychology, and Social Justice*