

# Aleks Mäkinen

## Product Management Leader

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## Profile

Accomplished and purpose-driven Product Management leader with over 15 years of experience shaping digital customer experiences in healthcare, life sciences, and enterprise SaaS environments. Proven track record of leading cross-functional teams to design, launch, and optimize data-driven, patient- and provider-centric digital products. Expertise in Service Design, Human-Centered UX, and data-informed product strategy with deep fluency in payor and provider workflows, clinical decision support systems, and adherence optimization. Adept at aligning complex stakeholder ecosystems—including clinicians, business units, engineers, and regulatory teams—around a unified vision for improving patient outcomes. Passionate about leveraging technology to deliver actionable insights at point of care and beyond, ensuring equitable, scalable, and empathetic health experiences. Recognized for building high-performing teams, mentoring emerging talent, and driving measurable impact through innovation, testing, and iteration. Currently leading product strategy at a digital health scale-up focused on cancer diagnostics, with a mission to empower clinicians with real-time, next-best-action guidance.

## Skills

Product Strategy & Leadership, Healthcare Domain Expertise, Digital Product & UX, Methodologies & Frameworks, Analytics & Data, Technical & Collaboration Tools, Leadership & Soft Skills, Regulatory & Compliance

## Languages

### English | – Present

Native

### Finnish | – Present

Native (family heritage)

### Spanish | – Present

Conversational (healthcare context)

## Certifications

### Certified Scrum Product Owner (CSPO) | 2016-01-01

Scrum Alliance

### Design Thinking Practitioner | 2018-01-01

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### Healthcare Information Management Systems (HIMS) Certificate | 2020-01-01

HIMSS

### Google Analytics Individual Qualification (GA IQ) | 2019-01-01

Google

## Interests

### Hiking in Wisconsin's Driftless Region | – Present

### Nordic skiing | – Present

### science communication writing | – Present

### attending oncology tech forums | – Present

### volunteering with cancer advocacy groups | – Present

### Active participant in the WI Digital Health Collaborative | – Present

## Experience

### Exact HealthTech

Senior Director, Provider Experience & Digital Product | 01 Jan 2020 – Present

Lead product strategy for the “Next Best Action” value stream across provider-facing digital channels, serving 12,000+ oncologists and diagnostic centers. Manage a team of 6 (4 Product Managers, 2 Business Analysts), overseeing the design and delivery of real-time clinical guidance tools, adherence nudges, and results interpretation platforms.

- ↑ 38% increase in clinician engagement with digital care guidance tools within 12 months by implementing AI-driven content personalization based on patient history and test type (colorectal, lung, breast).
- ↓ 22% reduction in result interpretation time for oncologists using the redesigned results portal, validated through usability testing and EHR integration analytics.
- ■ Launched a proactive non-point-of-care (non-POC) notification system adopted by 87% of high-volume providers, increasing test adherence by 19% YoY through contextual reminders and workflow integration.
- Developed and drove the 3-year roadmap for the Provider Experience ecosystem, aligning with corporate mission and FDA-compliant innovation standards.
- Partnered with Experience Design and Clinical Operations to deliver integrated Service Design models across phone, email, portal, and EHR touchpoints.
- Championed adoption of Figma-based journey mapping workshops across product and medical affairs, improving cross-functional alignment by 40% (measured via stakeholder surveys).
- Led A/B testing program for all provider-facing experiences; achieved 15% uplift in NPS and 27% higher feature adoption through iterative optimization.
- Mentored 3 product managers into leadership roles; introduced quarterly “Product Leadership Circles” fostering culture of ownership and growth.

### Veridian Health

Associate Director, Digital Health Experience | 01 Jun 2015 – 01 Dec 2019

Spearheaded digital product initiatives for provider, patient, and payor engagement platforms in a value-based care analytics company. Focused on driving diagnostic adherence and reducing care gaps through digital nudges and actionable insights.

- ■ Delivered a real-time “Care Gap Alert” engine adopted by 1,800+ primary care physicians, resulting in a 30% improvement in cancer screening adherence across target populations.
- ■ Led integration of clinical decision support (CDS) rules into a provider dashboard, reducing time-to-action by clinicians by 14 minutes per case on average.
- Owned end-to-end product lifecycle for the “Clinical Workflow Optimization” value stream, from discovery to post-launch analytics.
- Collaborated with medical directors and data scientists to translate NCCN guidelines into actionable software logic for provider recommendations.
- Directed user research across 12 clinics; utilized ethnographic studies and journey maps to redesign EHR-based notification flows.
- Managed cross-functional team (design, engineering, compliance) to release 4 major product updates annually, with 100% on-time delivery.
- Implemented Google Analytics and Tableau dashboards to track user engagement, retention, and conversion—took initiative in training 25+ internal users on data literacy.

### TechNova Systems

Senior Product Manager → Lead Product Manager | 01 Mar 2011 – 01 May 2015

Built and scaled enterprise SaaS solutions for healthcare providers and payors. Focused on patient engagement platforms, care coordination tools, and provider dashboards.

- Led product discovery for a patient adherence mobile app; conducted 45+ user interviews with chronic care patients and 12 payors.
- Designed and launched a provider-facing “Insights Hub” that aggregated patient risk scores, claims data, and appointment history—adopted by 3 regional ACOs.
- Introduced A/B testing via Optimizely; optimized onboarding flow and increased 30-day retention by 21%.
- Worked closely with UX team to implement responsive design standards across web and mobile touchpoints.
- Career Insight: Transitioned from B2B SaaS tech to healthcare domain at TechNova, leveraging transferable skills in digital workflow optimization and user journey design.

## **Education & Training**

### **Master of Business Administration (MBA), Healthcare Innovation & Strategy**

University of Minnesota – Carlson School of Management

01 Jan 2013 – 01 Dec 2015

### **Bachelor of Science (BS), Computer Science & Human-Computer Interaction**

University of Wisconsin – Madison

01 Jan 2006 – 01 Dec 2010

Result: 3.7/4.0

## **References**

Available upon request.