

She / Her  
moore3ax@gmail.com  
408 597 7810

# ALEXIS MOORE

DATA-FOCUSED PRODUCT MANAGER

## PROFESSIONAL SUMMARY

Data-Focused Product Manager with 6 years of experience in leveraging data visualization, market analysis, and technical documentation to drive strategic decisions and enhance customer engagement. Demonstrates a proven track record of increasing conversion rates and optimizing communication strategies, with a strong focus on developing scalable systems that streamline care delivery in the healthtech and femtech sectors. Passionate about transforming complex data into actionable insights and committed to supporting innovative solutions through effective data governance and risk management.

## EMPLOYMENT HISTORY

JUL 2025 - PRESENT

### Consultant, Product Manager, Amissa Health

Supported the 0 → 1 launch by conducting market analysis to identify user needs, leading to a refined product roadmap that aligns with customer expectations and drives engagement.

AUG 2025 - SEP 2025

### Consultant, Product Manager, Stealth Mode

Created technical artifacts, like API architectural diagrams, to support 0 → 1 launch.

MAY 2024 - JUL 2025

### Senior Product Manager, Patient UX and Data, The Lactation Network

*Role eliminated as part of reductions impacting 78% of the organization.*

- Vetted communication APIs for lifecycle marketing to reduce costs 300%.
- Identified database optimizations to support 40+ patient and provider customized campaigns.
- Implementing a Customer Data Platform (CDP) with over 10 data pipelines.
- Created and maintained 50+ product analytics dashboards (via Heap and PowerBI).

OCT 2022 - FEB 2024

### Principal Product Manager, Live Chair Health

*Role eliminated due to bankruptcy of business.*

- Achieved a 98% reduction in the time needed to generate reports for external invoicing.
- Led discovery and validation of scalable operational workflows, supporting 4X growth of contracts pertaining to HEDIS measures, SDoH, and clinical research projects.
- Spearheaded a 150% growth in member self-service tooling, enabling sustainable operations.
- Developed a MVP CRM via complex spreadsheet formulas and macros, saving \$200k annually.

MAR 2022 - SEP 2025

### Product Manager, B2C Growth, The Pill Club

*Role eliminated due to bankruptcy of business.*

- Responsible for organizing and delivering all hands communications pertaining to strategy and roadmapping to 400+ employees across technical, operational, and clinical teams.
- Significantly improved conversion rates from 9% (April) to 17% (May) and further to 22% (July), resulting in a total increase of 142%, targeting women's health deserts.

MAY 2021 - MAR 2022

### Product Manager, User Platforms and Internal Tooling, NimbleRx

- Consolidated internal tools from 4 platforms into 1, reducing support ticket response time by 30%.
- Developed the organization's first OKRs to support relations and contracts with 5 external parties.
- Simplified UX, leading to a more than 200% reduction in end-to-end conversion time and a 300% increase in retention.

MAY 2019 - MAY 2021

### Senior Quality Engineer, Product Sustainment, Stryker Sports Medicine

- Conceptualized and managed the go-to-market of an app, resulting in a 4.4 minute reduction in time to file complaints.
- Successfully achieved a 50% reduction in complaints related to FDA-regulated devices through verified/validated mechanical design changes.

EDUCATION

2019  
B.S. Biomedical Engineering, Device Design, University of Cincinnati

SKILLS

Data Visualization	Market Analysis
●●●●●●	●●●●○
Technical Documentation	User Research
●●●●○	●●●●●
Risk Management	Data Governance
●●●●●	●●●●○

LINKS

[Personal Website](#)[LinkedIn](#)

ADDITIONAL EXPERIENCE

**Foundership**  
FOUNDER OF BIRTH CONTROL DATABASE, 2022 - 2024  
Developed a research-driven tool for a user-friendly comparison of 200+ birth control options.

**Leadership**  
EXECUTIVE BOARD MEMBER - SCHOOL HEALTH CLINICS OF SANTA CLARA COUNTY, 2020 - 2023  
Vice Chair of the Board of Directors from 07/2022 to 12/2023 and as Secretary/Treasurer from 11/2020 to 07/2022.

**Leadership**  
STEERING COMMITTEE - STRYKER WOMEN'S NETWORK, 2019 - 2021  
Inclusion Chair from 2020 to 2021; Ambassador from 2019 to 2020.

**Internship**  
BIOMEDICAL ENGINEER AT ATRICURE, 2016 - 2019  
3-year rotational program: Regulatory Affairs, Process Engineering, Quality Assurance, Research and Development, and Clinical Education.

RECOGNITION

**Elpha Scholarship Recipient**  
2022  
Elpha Scholarship for The Technical PM course.

**Stryker Presidential Recognition**  
2020, 2021  
Stryker Presidential recognition for Talent Acquisition and Cultural DE&I efforts.

**Cristo Rey Work Study Supervisor Innovation Award**  
2021

**OneTeam Top Performer**  
2021

**UC Berkeley Haas Women in Leadership Sponsorship**  
2021

**MedTech Color Conference Sponsorship**  
2020