ERICK FROEDE

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SENIOR PRODUCT MANAGER

Subject-matter expert in managing the entire lifecycle of healthcare products with a proven track record of delivering clinical, operational, and financial results. Strong collaborator who thrives in diverse, cross-functional teams to quickly develop ideas, test viability, and launch new products in partnership with key stakeholders. Experience solving complex technical and business challenges in startup as well as growth-stage organizations through a proactive, hands-on approach that is informed by the market, customers, and users. Demonstrated leadership on tactical and strategic levels with the ability to transition seamlessly from working with an engineering team to engaging with senior executives.

AREAS OF EXPERTISE

Product Management	Payment Technologies	Cross-Functional Teamwork	Customer Focus
Healthcare Products	Product Roadmaps	Data Analysis	Product Launches
Stakeholder Engagement	Team Leadership	Agile Methodologies	GTM Strategy

WORK EXPERIENCE

Intus Care • Remote • April 2024 – October 2024
Delivering the leading population health analytics platform for value-based care.

Senior Product Manager
Achieved over $4M ARR by growing the existing flagship analytics platform while launching a new revenue integrity service line.
- Led the development of the company's first claims-based integration.
- Improved the care of 17K patients through the Beta and GA release of a new risk stratification model.
- Implemented best practices in both the Agile pod and product team to enhance planning as well as delivery.

Kyruus Health • Remote • November 2019 – February 2024
Building the industry's largest care access platform. Experience includes service at Epion Health, a startup acquired by Kyruus in October 2022.

Senior Product Manager (March 2023 – February 2024)
Promoted during acquisition by Kyruus to continue leading the team for patient engagement and messaging platforms while supporting the development of 2 new product managers.
- Delivered $600K ARR (35% YoY growth) through continuous workflow iteration and improvement efforts across B2C engagement partners.
- Accelerated go-live for patient engagement partners 60% by implementing a new technical evaluation, onboarding, and launch process.
- Grew patient outreach to more than 10M messages per month across SMS and email while maintaining deliverability as well as compliance.
- Reduced peak load of messaging platform 20% via partnership with senior engineers to enable onboarding of enterprise SaaS customers as the company scaled.
- Unlocked presentment to 50K patients by bringing platforms into compliance with healthcare regulations in collaboration with the legal team.
- Owned quarterly roadmapping activities for the $15M ARR product portfolio.

Product Manager (November 2019 – March 2023)
Spearheaded full product lifecycle from ideation through launch for several product offerings at Epion Health, including a patient engagement platform and mobile payment services.
- Built the company's first mobile payment infrastructure, which captured more than $10M in new transactions during beta release and included vendor selection through integration and PCI compliance.

- Enrolled 1M patients within 2 years while building a new "zero to one" patient engagement line of business, including an innovative go-to-market strategy based on provider feedback.
- Achieved 70% enrollment rate for the patient engagement platform by identifying opportunities to conduct build-measure-learn development cycles alongside design and data teams.
- Integrated 9 unique partner workflows into B2B check-in product to deliver targeted services for medication delivery, clinical trial recruitment, healthcare education, Medicare Advantage enrollment, and more.
- Evaluated electronic health record APIs, particularly those from athenahealth, to craft new user experiences based on patient demographic and clinical data.
- Led the full spectrum of Agile SCRUM ceremonies while prioritizing the user story backlog across 2 major product lines.

Siemens Healthcare • Boston, MA • August 2013 – September 2017
Improving the 70% of care decisions informed by in-vitro diagnostics.

Global Product Manager (March 2016 – September 2017)
Owned supply, quality, and product roadmap activities for $275M critical care business line that consistently outperformed company targets.
- Generated 10x shipment growth for cardiac portfolio within 1 year by leading a team to resolve manufacturing and distribution bottlenecks.
- Launched in 2 emerging markets through close collaboration with international commercial teams.
- Expanded market share 10% by working with customers to implement industry-leading security measures for blood gas platform.

Graduate Rotational Program (August 2013 – March 2016)
Rotated through 3 focus areas—strategy, sales, and supply chain—as part of a selective leadership development program.
- Positioned declining business to achieve 5% growth, up from -3% YoY, through a comprehensive 5-year strategy that restructured sales operations and the product portfolio.
- Retrained 20 sales representatives to increase customer retention for chemistry, automation, and immunology business.
- Reduced excess inventory 30% by improving local sales and operations planning process, incorporating global best practices.
- Saved $1.8M annually as leader of a global logistics efficiency initiative.
- Delivered 15% reduction in inventory expiration by negotiating a new vendor partnership.
- Managed communications for more than 300 international customers as part of a product roadmap change.

EDUCATION
Master of Science (MS), Mechanical Engineering
Pennsylvania State University, State College, PA
- Minor: Engineering Leadership Development Program (Global Option)

Bachelor of Science (BS), Mechanical Engineering
Pennsylvania State University, State College, PA
- Minor: Product Realization

CERTIFICATIONS
Product-Led (Mind the Product) • Business Model Design (LeanStack) • Scrum Product Owner (Scrum Alliance)

VOLUNTEERING & LEADERSHIP
Startup Mentor, Techstars • Startup Mentor, MassChallenge • Product Advisor, Redesign Health