

# SARAH VERDUCCI

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## PROFILE

I am a licensed therapist, product manager & passionate people leader focused on measurable outcomes in health tech. I have fourteen years experience in health care, and have specialized in health tech since 2019. I bring entrepreneurship to my work and a deep knowledge of psychology and the digital health landscape.

## SKILLS

- Cross-Functional Collaboration on International Teams
- User Research
- Analytics: Mixpanel, SQL/Bigquery
- Competitive Analysis
- Persona Journeys
- Scrum Artifacts
- Research & Development
- Deep Domain Knowledge in Behavioral Health
- Behavioral Design
- Leadership & Employee Development
- Project Management Tools

## EDUCATION

### MASTERS IN APPLIED PSYCHOLOGY

Southern Oregon University 2010

### BACHELOR IN SOCIAL SCIENCES

Washington State University 2006

## CAREER SUMMARY

**Product Manager** - (July 2022 - Present), Meru Health

**Clinical Operations, Manager** - (2020 -2022), Meru Health

**Founder** - (2010 - Ongoing), Therapy Services Private Practice

**Counseling Faculty** - (2010 - 2019), Rogue Community College

**Co-Founder Restaurant Group** - (2011 - 2019), This Little Piggy LLC

**Digital Engagement Specialist** - (2006 - 2010), Washington State University

**Founder, Web Developer & Graphic Designer** - (2001-2008), Honestly, Sarah

## WORK HIGHLIGHTS

### PRODUCT MANAGER, CLINICAL - MERU HEALTH

*Digital health company providing app-based, therapist-supported treatment program. B2B2C | Series-B | Y Combinator*

#### KEY RESPONSIBILITIES

- Develop mobile products that meet the needs of consumers.
- Guide the product roadmap and prioritize initiatives.
- Develop and own tools for business partner dashboards, including onboarding, productivity metrics, and scheduling.
- Bring measurement-based outcomes to all phases of the user journey.
- Work closely with the Head of Design, engineers, marketing, and other stakeholders to guide the product vision and help treat 10 million people.
- Conduct A/B testing to validate product direction and user needs.
- Conduct user research and continuous discovery.
- Create user stories and share user journeys to foster cross-team understanding of the user experience.
- Work cross-functionally to lead change management.
- Manage a clinician team spearheading R&D initiatives to guide business opportunities.
- Coordinate with the clinical team on rollouts.
- Create and deliver product presentations to internal and external stakeholders, including executives and customers.
- Manage the clinical webinar program.
- Lead company-wide weekly mindfulness meditations.

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## PRODUCT MANAGER NOTABLE OUTCOMES

- Launched new rewarding onboarding experience with personalized assessments resulting in a 6% increase in users starting treatment.
- Increasing value proposition by running pilots to expand offering resulting in changes of conversion rates from 70% to 96%.
- Improved dashboard experience for business partners resulting in a 20% increase in caseload capacities.

## CLINICAL OPERATIONS, MANAGER - MERU HEALTH

### KEY RESPONSIBILITIES

- Working with developers and designers to prioritize product roadmap
- Collaborating with cross-functional team to design dashboards to meet the needs of the business partners
- Developing infrastructure and growing clinical team from 15 to 100+ therapists.
- Creating efficient hiring, onboarding and training systems. Reducing training time for new therapists from 90 days to 30 days by refining materials and implementing user-friendly tools.
- Scaling therapist workflows by reducing administrative tasks, duplicative practices and reducing the number of platforms to bring caseloads from 40 to 150 patients.
- Increasing quality guidelines for chat-based therapy interventions and training therapists new to digital interventions resulting in average therapist rating of 4.8-4.9 out of 5.0 scale.
- Managing & motivating team of 50+ remote business partners
- Developing tools and processes to help therapists interact with their data with a growth mindset

## COUNSELING FACULTY - ROGUE COMMUNITY COLLEGE

### KEY RESPONSIBILITIES

- Taught 1000+ students motivation and learning strategies, and provided orientation, career counseling and academic advising to 5,000+ students
- Creating outcomes-based programs to increase learning and engagement for both students and staff
- Student-centered policy development around issues such as Title IX and student rights
- Instruction: Human Development & Career Guidance
- Hiring, overseeing & providing supervision for Master's level counseling interns.
- Campus-wide crisis response
- Developed new hybrid and online learning courses

## FOUNDER, RESTAURANT GROUP - THIS LITTLE PIGGY

### KEY RESPONSIBILITIES

- Founding owner including one fast-casual and one bistro-style restaurant
- Steering business towards product market fit
- Business acumen: managing finances, negotiating contracts, and making strategic decisions that impact the bottom line
- Creating automated systems for ordering, payroll and inventory
- Communication and change management with customers, employees and co-founders
- Drive team to meet performance outcomes to improve margins
- Strategic leadership to guide along with restaurant trends as well as guiding towards end of the life of the business
- Management of up to 45 employees
- Social media marketing, branding and web development

*Full employment history, teaching experience and references available upon request.*