

CURIO

January 3, 2023

Recruitment Team
Curio

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SARAH@SARAHVERDUCCI.COM
PORTLAND, OR

SARAH VERDUCCI

THERAPIST & PRODUCT MANAGER

Dear Recruitment Team

I am reaching out with interest in the work you are doing at Curio and feel that I would be a fabulous fit for your coach role. I know you are busy, so I am going to provide a quick overview of why:

- I have over 10 years of clinical experience, and am well-versed in working cross-state in a remote team as well as remote therapeutic environment.
- I have three years of experience working in digital mental health, and have held many roles during that time including multi-state licensed therapist, clinical supervisor, clinical operations manager and now clinical product manager. I thrive in early stage companies and bring energy and excitement to the process.
- I have been practicing as a Ketamine Assisted Psychotherapist since 2021 in my private practice and am interested in pivoting to working with a remote team. I have trained with both the Polaris Model and the ACT model.
- I am passionate about Acceptance and Commitment Therapy. I have been regional chapter leader and am currently SIG leader of the group focused on bringing ACT to Technology.

Warmly,

Sarah Verducci, MS, LPC

SARAH VERDUCCI



sarah@sarahverducci.com

541-292-0037

sarahverducci.com/hello

PROFILE

With 10+ years in the field of psychology, I bring in-depth understanding of people's needs to the work of product management. Currently I am specializing in digital health and creating lasting outcomes at scale. I use decades of leadership skills and business experience to help focus a team on mission-driven outcomes.

SKILLS

- Cross-Functional Collaboration on International Teams
- Behavioral Product Design
- Analytics: SQL/Bigquery, Mixpanel
- Market & User Research
- Competitive Analysis
- Persona Journeys
- Research & Development
- Collaboration with Engineering & Design to Create Lovable Products
- Short & Long-Term Product Planning
- 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 - (Sept 2020 - June 2022), Meru Health

Adjunct Psychology Faculty - (Sept 2021 - June 2022), Southern Oregon University

Digital Interventions Therapist - (Dec 2019 - Sept 2020), Meru Health

Sarah Verducci Counseling Services - (June 2010 - Present), Founder

Counseling Faculty - (April 2010 - March 2019), Rogue Community College

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

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

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

WORK HIGHLIGHTS

PRODUCT MANAGER - MERU HEALTH

Digital health company providing app-based, therapist-supported treatment program. B2B2C | Post series-B | VC-backed | Y Combinator

KEY RESPONSIBILITIES

- Own & develop end user and provider-facing products, such as engaging onboarding & self-assessments, webinar series, and efficient clinician dashboards
- Work closely with Head of Design, Engineers, Marketing and Clinical Team to guide the product vision to help treat 10 million people
- Conducting A/B testing to validate product direction and user needs
- Leverage subject matter expertise and industry knowledge to guide design and digital interventions
- Own User Research and champion user-based initiatives
- Create user stories and share user journeys to create cross-team understanding of the user experience
- Work cross-functionally to lead change management
- Managing team of clinicians spearheading R & D initiatives to guide business opportunities

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%.

SARAH VERDUCCI

ACTIVITIES

- 2020 - Present - Leader, Acting with Technology Special Interest Group, Association for Contextual Behavioral Sciences
- 2021 - Present - Advisory Board Member, Jump Education!
- 2020 - 2021 - Member, Racial Reckoning Task Force, Oregon Chapter, Association for Contextual Behavioral Sciences
- 2018 - 2020 Board Member, Oregon Chapter, Association for Contextual Behavioral Sciences
- 2015 - Present - Founder, Southern Oregon Psychotherapists Networking Group

LICENSES

- 2013 - Present
State of Oregon LPC #C3251
- 2020 - Present
State of Colorado LPC #0016058
- 2020 - Present
State of Arizona LPC #18811
- 2020 - Present
State of Idaho LPC #7802
- 2020 - Present
State of Alaska LPC #163814

CLINICAL OPERATIONS, MANAGER - MERU HEALTH

- Developing infrastructure and growing therapy 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+ therapists and corresponding clinical trainers. Working closely with VP of Clinical Operations to address team needs and change management.

DIGITAL INTERVENTIONS THERAPIST - MERU HEALTH

- Working with design and developers to create user-friendly features
- Delivering scalable chat-based mental health solution
- Training therapists in effective work-flows
- Creating client-facing webinars
- Leading mindfulness practices
- Creating measurable best-practices for therapy delivery

COUNSELING FACULTY - ROGUE COMMUNITY COLLEGE

- Teaching motivational programs, Human Development and Career Guidance to rural under-served population
- Developing and implementing mindfulness groups and programming
- Creating policy around issues such as Title IX and student rights
- Hiring, overseeing & providing supervision for Master's level counseling interns.

FOUNDER, RESTAURANT GROUP - THIS LITTLE PIGGY

- Founding owner of restaurant group including fast-casual and bistro-style dining
- Creating automated systems for ordering, payroll and inventory
- Management of up to 45 employees
- Social media marketing, branding and web development