

TAYLOR H. GILES

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Experienced Product Leader

I am a Product Manager and leader with a knack for translating customer insights into product innovations to get things done. I have led a team of product managers and support professionals to deliver products that customers love. I combine real world experience in development, support, sales and marketing with a strong desire to deliver efficient solutions that build customer loyalty and increase profitability. Every move that I have made in my career has been to solve a problem that affected me personally. I am looking for a company with significant profit growth potential from products that make the world better.

Key Capabilities

- **Mind-reader:** I have an acutely developed ability to see "behind" what people say, and to surface their underlying needs, motivations, rationales, and assumptions.
- **Synthesizer:** I can navigate complex technical architectures and ambiguous needs, spot the relevant patterns and issues, and distill crisp, prioritized, and actionable guidance.
- **Communicator:** I delight in crafting narratives that express complex ideas with clarity, and acting as an enthusiastic evangelist to executives, peers, customers, and the press.
- **Influencer:** My technical and business expertise, my upbeat attitude, and my sense of humor allow me to establish credibility, drive consensus, and lead without authority.

Professional Experience

NurseGrid - #1 Nursing app in the US

VP of Product

Aug 2019 - Present

- Managed team of Product Managers and Designers on the largest nurse scheduling app in the US
- Grew Monthly Active Users to 300,000
- Drove app installs to 1.3 million using both targeted marketing and viral growth

Navex Global - Leading Compliance and Training SAAS

Director of Mobile Product and Platform

Nov 2017 - Aug 2019

- Created entire mobile strategy and 18 month roadmap for Navex Global
- Manage team of 3 Product Managers and Product Owners
- Designed and launched a Progressive Web App (PWA) within 6 months using Amazon Web Services (AWS)
- Integrated Artificial Intelligence algorithms to reduce misfiled reports by 80%
- Created a Product Advisory Council that provides industry insight and product feedback

Shiftwise - Leading Healthcare Contingent Staffing SAAS product (acquired by AMN Healthcare)

Director of Product

Aug 2014 - Jul 2017

- Using the Pragmatic Marketing framework, I launched a new product line that increased 2016 revenue by 148% year over year
- Founded Customer Advisory Board featuring 12 industry leading executives for feedback and strategic vision resulting in 30% growth in retention of top clients and 122% growth in upsell
- Managed the industry leading, SAAS-based Vendor Management System during largest year over year user growth in company's history
- Designed next generation replacement for flagship product that would address scaling problems as well as give us the flexibility to enter new markets without interrupting current revenue streams

- Managed transition from private cloud solution to Amazon Web Services over 3 months to allow for scaling and international sales opportunities
- Created wireframes and validated UX designs for a mobile (IOS and Android) job management app for contingent workers using Xamarin framework and Balsamiq
- Managed 10 different work streams on a multi-year product roadmap and product vision

Oregon Mobile Dentistry - Provided dental care to nursing home residents

Co-Founder and Operations Manager

Jul 2013 - Aug 2014

- Developed a marketing and business plan by interviewing potential customers and analysing demographic research
- Doubled monthly revenue after 90 days
- Grew covered patient base from 300 to more than 2800 individuals by hiring staff and purchasing equipment to increase our capacity and mobile offerings which allowed sales to new facilities
- Developed and signed partnerships with national leaders in assisted living facilities that led to growth of revenue of 430% vs. prior year

SolutionReach (Contract) – Patient Relationship Management Software (Patient Portal, Reminders, and mobile)

Product Director

May 2012 – Jul 2013

- Improved Agile development methodologies including code review and storyboarding
- Using the Pragmatic Marketing framework, I coordinated all of the departments in the company for a successful launch of a new patient registration app for over 5,000 customers. This included marketing, training and sales materials, internal and external communication and training, and branding
- Used Balsamiq to mock up and AB test a complete UI redesign for an existing flagship product to modernize the feel and make it more flexible for future upsell enhancements
- Led a team of 16 development and integration engineers and 3 remote QA engineers
- Provided weekly executive reports and quarterly board presentations with product and industry guidance including analysis of new markets and opportunities

NextGen (Contract) – Small hospital back office financial system and electronic medical records, Austin, TX

Product Director of Inpatient Financials

Apr 2011 – May 2012

- Managing both offshore (India) and remote web development and QA teams (14 employees)

Kryptiq - Leader in healthcare connectivity tools(Acquired by Surescripts), Beaverton, OR Sep 2004 – Apr 2011

Senior Product Marketing and Business Development

- Managed in-house and external creative teams to plan and execute go to market strategy
- Launched largest Physician to Physician cross-platform communication platform in the country
- Developed and strengthened VAR channel relationships

Product Manager

- Managed growth in install base from 300 to 1800+ unique customers
- Responsible for design of patient to physician connectivity at Microsoft Healthvault National Launch
- Worked with government entities, IPA's, physician groups and patient advocates to build unique network connecting 19,000 physicians with their patients via Patient Portals and Secure Messaging
- Featured presenter at Health 2.0 conference for 3 years demonstrating innovative patient engagement tools
- Traveled extensively as Product Evangelist
- Recipient of 3 Annual Kryptiq Achievement Awards

Presentations

Healthcare Information and Management Systems Society (HIMSS) Conference 2007, 2009

Medical Group Management Association (MGMA) 2008, 2009

Microsoft HealthVault Product Launch 2007

Staffing Industry Analysts - General Session - 2016

Education and Awards

BS, Computer Science, Utah Valley University, Orem, UT

Certified Customer Advisory Board Facilitator, Ignite

Elements of Artificial Intelligence Certificate, University of Helsinki