

Annie Haubenhofner

Product Manager

 (218) 831-1612

 annie@thecityinthesky.com

 thecityinthesky.com

Summary

I specialize in greenfield and 0-1 launches. I provide expertise in user experience optimization, solution design, strategic planning, roadmapping & execution, and cross functional collaboration. I'm primarily in the technology and healthcare sectors. Strong experience in SaaS platforms, EHR/CMS, mobile applications, and web platforms, coupled with a background in Web and UX/UI design.

Located

Saint Paul
Minnesota

Work Experience

AUG 2023 - FEB 2024
Mayo Clinic

Principal Product Owner

Delivered Greenfield Mobile Research Application MVP: Designed and architected a 0-1 launch on a scalable research application for multiple studies and collection of digital biomarkers in 4 months. Defined user stories, roadmap and timelines, and drove backlog management.

User Experience Optimization: Improved user experience resulted in increased patient engagement and data quality, enhancing the validity and utility of research findings.

Streamlined Onboarding Process: Reduced onboarding time for research teams by 50%, enabling faster data collection and accelerating research timelines.

DEC 2022 - JUN 2023
Virtuwell

Senior Product Manager

Delivered Preventive Care Web Application: Reduced nurse administrative workload by 40%, freeing up time for personalized patient care and drove the 0-1 product launch in 7 months. Defined user stories, roadmap and timelines, and drove backlog management.

Clinical Protocol Development: Implemented evidence-based clinical protocols, resulting in improved adherence to preventive care guidelines and potentially reducing long-term healthcare costs associated with preventable diseases.

Complex Algorithm Implementation: Reduced medical assessment approval time by 95%, enabling faster diagnosis and treatment decisions. This efficiency gain enhances patient access to timely care, potentially reducing healthcare costs and improving health outcomes.

MAY 2022 - NOV 2022
Allianz Life

Senior Product Manager

Web Platform Restructure: Modernized the web platform that Allianz Life was on to improve the overall ability to make faster site updates and breakdown a monolithic codebase.

Digital Portfolio Framework Enhancements: Increased sales closure rate by 10% through the implementation of new technology solutions.

Agile Framework Adoption: Facilitated a cultural shift towards agile methodologies, resulting in increased team collaboration, faster decision-making, and improved product quality.

SEPT 2021 - MAY 2022
The Solutions Group

Senior Product Manager

Improved Internal User Experience: Increased productivity by 15% through UI enhancements and features, reducing user confusion and streamlining workflows.

Work Process Optimization: Implemented effective work processes and program solutions, resulting in improved collaboration, transparency, and faster issue resolution by 20%.

APR 2020 - AUG 2021

**United
Healthcare**

Senior Product Manager

Accelerated Mobile Application Delivery: Expedited delivery of 20 capabilities and 60 features within 8 months, increasing product functionality and market competitiveness with prioritizing roadmapping and the backlog.

User Experience Optimization: Improved user experience resulting in an increase of engagement and goal completion inside of the application by 20%.

Defined cross channel messaging strategy: Defined and executed a comprehensive cross-channel messaging strategy, to create cohesive and impactful communication across multiple platforms, resulting in enhanced brand visibility and engagement for over 8 million users.

Pilot Testing and Feedback Integration: Conducted successful pilot testing with internal and external stakeholders, incorporating feedback to enhance product usability and alignment with user needs to help end-to-end user experience.

MAR 2019 - MAR 2020

Optum

Senior Project Manager & Senior Business Analyst

Prior Authorization Letter Delivery: Implemented complex technologies supporting efficient delivery of Prior Authorization Letters, reducing processing time and improving member/provider satisfaction.

Spearheaded Testing & Training Efforts: Trained and supported 200+ people on UAT, Manual Corrections, and Functional use in RRDcare., managed 6 UAT teams and 3 Manual Correction Teams to complete the efforts for migrating 1000+ templates and adoption of new tools and workflows.

Budget Management: Effectively managed a budget of \$6M, ensuring optimal resource allocation and adherence to financial constraints.

AUG 2018 - JAN 2019

Best Buy

Agile Coach & Senior Scrum Master

Agile Transformation Leadership: Guided two Scrum Teams through Agile transformation, resulting in improved team collaboration, efficiency, and delivery effectiveness.

Enterprise-Scale Technology Delivery: Led teams in delivering complex technologies, enhancing personalized marketing capabilities and streamlining campaign organization processes.

Budget Management: Managed a budget of \$10M, ensuring effective utilization of resources and alignment with strategic objectives.

MAY 2018 - AUG 2018

**Aston
Technologies**

Scrum Master & IT Project Manager

Mentorship and Training: Mentored and coached Scrum Masters, IT Project Managers, and team members in Agile methodologies and software applications, enhancing team capabilities and performance.

IT Project Management: Managed internal IT projects totaling \$2.5M, ensuring timely delivery and alignment with business goals.

Agile Framework Implementation: Educated and reinforced Agile methodology and framework across the organization, promoting collaboration, adaptiveness, and continuous improvement.

**Technical
Skills**

Microsoft Office Suite (Word, Excel, PowerPoint, Access, Visio, Teams) | Adobe Experience Manager | Power BI | Aha/Rally | Jira | Figma | Epic | ServiceNow | HTML/CSS | Adobe Creative Suite | CMS | Airship | iOS | Android | Azure DevOps | Miro

**Education &
Certification**

Bachelors, Web & Graphic Design, University of MN Duluth – Duluth, MN
Certified Scrum Master, CSM
Certified Scrum Product Owner, CSPO
Certified LeSS Executive (Large Scale Scrum)
Certified Generative AI Fundamentals