



# Ernesto Rodriguez

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## SUMMARY

Innovative product management leader with over 10 years of experience in launching and scaling software and hardware products. Expert in user-centered design, agile methodologies, and data-driven strategy, combining startup agility with strategic execution.

## EXPERIENCE

### Senior Product Manager

Ascension Health (Healthcare)

November 2024 - Present

- **AI Product Leadership & Execution:** Facilitated and aligned high-impact AI use cases across teams, prioritized initiatives by business impact and feasibility, and established a comprehensive implementation roadmap for future growth leveraging GCP integrations, Vertex AI, Deepgram, and atomic agents.
- **Messaging Product Management:** Directed the development of mobile and web messaging platforms, resulting in a 10% increase in patient engagement and a 20% boost in support efficiency.
- **Knowledge Base Optimization:** Directed post-launch enhancements to the knowledge base, increasing usability and operational efficiency, which achieved a 20% decrease in support ticket volume and a 15% increase in self-service rates.
- **Continuous Improvement:** Conducted weekly VOC reviews utilizing Qualtrics and Amplitude to uncover actionable insights that informed customer-focused strategies, boosted NPS by 10%, and accelerated feature adoption.

### Head Of Product

Route (Field Services)

March 2024 - October 2024

- **Product Strategist:** Led product strategy to drive a 25% increase in monthly recurring revenue, accounting for 80% of the company's total annual recurring revenue, while fostering a customer-centric mindset.
- **Product Lead:** Led a product team of 10, comprising 2 product managers, 5 engineers, and 1 designer, achieving a 30% increase in productivity within three months through a strong focus on continuous improvement.
- **Investor Impact:** Landed a \$500k investment from Morgan Stanley by crafting and pitching the product growth strategy.

### Senior Product Manager

Boston Consulting Group (Healthcare and Energy)

April 2022 - March 2024

- **Digital Transformation (Energy Field Services):** Led a self-serve portal launch, increasing operational efficiency by 50%.
- **Healthcare Data Management:** Managed two backend FHIR data store teams, improving customer satisfaction by 30% and self-service functionality by 25%.
- **Data Integration:** Directed integration of Cerner and Athena EMRs with cloud-based HIPAA compliant platforms over 18 months, facilitating secure data exchange and increasing interoperability KPI by 40% using GCP and HL7 FHIR standards.

### Senior Product Lead

Fetch Rewards (Consumer Retail and Mobile)

April 2021 - April 2022

- **Market Research:** Conducted end-to-end market analysis to align feature implementation with evolving gamification consumer trends and prominent industry challenges.
- **Social & Play Features:** Led the development and launch, boosting MAU from 15 million to 18 million and driving a 10% increase in engagement through the introduction of a new social feed feature.
- **Gamification strategy:** Created engaging game mechanics that increased daily user retention by 25%.

### Senior Product Manager

Level Ex (Healthcare and Gaming)

April 2020 - April 2021

- **Agile Implementation:** Reduced discovery-to-development cycle by 66% (12 weeks to 4 weeks).
- **Cloud Gaming Expansion:** Launched a new interactive multi-player product, increasing sales by 20% after two years of stagnation.
- **Team Development:** Guided two healthcare analysts to promotions as Associate PMs, boosting team capacity by 33%.

### Senior Product Owner

CoolerX (Retail and IOT)

January 2019 - March 2020

- **Market Expansion:** Scaled a pilot from 75 to 2,500 stores ahead of schedule, driving a 500% revenue increase while ensuring engagement.
- **Product & IoT Redesign:** Revamped the flagship product and app, increasing impressions and product performance from 20m to 38.1m.
- **Agile Optimization:** Cut release cycles by 50% (8 weeks to 4 weeks).

### Technical Product Manager

Patient Point (Healthcare)

April 2013 - October 2017

- **Product Growth:** Led discovery and delivery of two touchscreen patient & provider facing products, driving 100% YoY revenue, retention & growth.
- **Development Transition:** Shifted engineering in-house, improving product quality by 25% and team collaboration by 30%.

## CERTIFICATIONS

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### Gen AI Product Management Specialization

Microsoft · 2025

· <https://coursera.org/share/e4b7032afb555eb44ed9990b7e7e8955>

### GV Design Sprint Certified

AJ & Smart (Jake Knapp) · 2019

· [Design\\_Sprint\\_Certificate-Ernesto Rodriguez](#)

### Certified Scrum Master

3Back · 2015

## PUBLICATIONS

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### How to Overcome AR Challenges: A Guide for Product Managers

Publication · Product School · 2023

· <https://productschool.com/product-leaders/ernesto-rodriguez>

### Creative Passions in the Workplace

Publication · TEDX · 2016

· [Conjunction of Creative Passion in the Workplace](#)

## SKILLS

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### Product Management

Market analysis

Requirements documentation

Product road mapping

Agile & scrum

Sprint planning

Data analysis

Competitor research

Digital transformations

Cross functional collaboration

### DOMAINS

B2B

SaaS

Healthcare

Retail / Consumer

IoT

Gamification

### SOFTWARE TOOLS

JIRA

Confluence

Smartsheet

Notion

Trello

Figma

Miro

Balsamiq

Google & Microsoft suites

### ANALYTICAL SKILLS

Mixpanel

Amplitude

Qualtrics

SQL

### TECHNICAL APTITUDE

Product release management

APIs

Microservice architecture

Mobile guidelines

iOS & Android