Nicole Gravagna, PhD

Data-savvy Product Leader

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SUMMARY

I am a generalist product leader with broad skills in business strategy, data science, and team management. Best suited for positions where the path to success is non-obvious, uncertainty abounds, and adaptability is critical. I have deep subject matter expertise in various fields including human behavior, molecular biology, and neuroscience.

WORK EXPERIENCE

Head of Product (Interim Contract) - Spring Global

January 2023 – Present

Product: Mobile Field Sales CRM for CPG Manufacturers

- Hired contingent team (business consultant, UX designer, product owner, and engineering team) to fulfill R&D product development needs using the lean, JTBD, and Agile Scrum
- Designed and executed field market research that uncovered a new business case for CPG technology that has the potential to close an immediate $1M in recurring annual revenue

Senior Product Manager - MeQuilibrium

April 2022 – January 2023

Product: Incentives Center & Breathe Coach HRT Mobile Sensor

- Grew engagement more than 2x by mining user data, discovering existing feature, *Breathe Coach,* had gamified stickiness potential, and guiding design team to make UI and UX flow fixes to improve usability
- Developed a new outcomes-based 12-month strategic product roadmap
- Designed and launched an e-commerce-like feature to manage customer employee wellness incentives
- Rebuilt Product Ops using change management (and straight-up charisma) after a merge of the prod/design/customer marketing teams

VP Behavioral Design (SME) - InterviewIA

January 2021 – April 2022

Product: Interview Builder

- Developed and executed a successful 18-month strategic product roadmap (0-1 product)
- Rocked revenue growth 250% in enterprise sales (Fortune 100 and Fortune 500 customers)
- Launched product-led growth model and captured 28 new customer logos
- Used SQL and Pendo to uncover insights into user behavior to iteratively improve usability

Founder and Head of Product - NeuroEQ

December 2015 – January 2021

Product: Team Culture Data Report

- Grew the business from 0 to 12 MRR enterprise customers (Lockheed Martin, Gordon Food Service, Quora) with an avg annual customer value of $75,000

- Defined foundational business problem and developed software to meet the customer need of business intelligence (data as a service) focused on Human Capital Management
- Wrote and published subject matter expert book, *MindSET your Manners*

Founder and President - AQ Distribution
December 2014 – November 2015
Product Sales: Axialif Spinal Device (Hardware)
- Built this medical device distribution company from opportunity to acquisition in 11 months
- Hired and managed field sales team and office staff
- Sold $12M of product in 6 months (healthcare environment, hospitals, operating room)
- Profitably sold AQ Distribution to a new owner in 2015

Sr. Consultant - The Quandary Group / Rocky Mountain Patent
December 2013 – December 2014
Products: Customer inventions (consumer goods)
- Commercialized 3 products from idea to Go to Market (GTM)
- 15 patents awarded to clients from applications I wrote to protect their consumer goods inventions

Managing Director – Ten Ten Ten & Rockies Venture Club
January 2012-December 2013
- Vetted more than 800 start-ups for angel and venture capital investor deal-flow
- Educated 150+ angel investors on portfolio-building best practices
- Co-wrote and published book, *Venture Capital for Dummies*

SKILLS

Product Skills: Building a high-velocity product organization, Full product development lifecycle, Product portfolio strategy, Prioritization, Roadmap planning, Backlog planning, Business outcomes reporting, Market research, Communication, Presentations, Requirements writing, Product owner, Scrum master, Cross-functional communication, Customer journey mapping, UX Copywriting, JTBD, Agile Scrum, Discovery, UX research, 0-1

Technical Skills: Research, Python, SQL, HTML, A/B testing, Logic, Pivot tables, Data analysis, Business intelligence, Machine Learning, Statistics, Complex and technical problem solving, biomedical subject matter expertise

Soft Skills: Executive presence, Empathy, Influential leadership, Stakeholder communication, Coaching, Mentorship, Hiring, Team and culture building, Public speaking, Presentations, Sales

Tools: Jira, Figma, Scrum, Lean, Katas, Kanban, Trello, Miro, Asana, Atlassian, Confluence, Product Board, Excel, Tableau, Grafana, Superset, Click-up, Slack, Aha!, Visual Studio, Pendo, MixPanel, Amplitude, Jupyter, Numpy, Pandas

EDUCATION

PhD, Neuroscience	*University of Colorado*
MS, Molecular Genetics	*University of Maryland*
BS, Biology	*Washington College*