Vanessa Garcia

AI Product Leader in Digital Health

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SUMMARY

I am a product leader with 5+ years driving end-to-end product strategy in digital health, from 0-to-1, scaling provider and patient-facing platforms. Proven ability to translate complex clinical, operational, and user needs into intuitive workflows that reduce administrative burden and improve care outcomes. Adept at cross-functional leadership across engineering, design, and clinical operations—with deep experience in telehealth, patient engagement, and data-informed roadmap execution. Brown B.A. and M.S.

WORK EXPERIENCE

Chief Innovation & Product Officer, July 2025–September 2026, New York, NY

Hibiscus Health — digital metabolic health platform that pairs AI-powered tools with support from Registered Dietitians

- Owned the product suite from discovery to delivery by partnering with providers and engineering to determine user pain points and define product-market fit, continuously pressure-testing against engagement and clinical outcome KPIs
- Spearheaded over 100 user interviews and usability testing throughout ideation and iteration cycles, surfacing friction points in provider and patient workflows and shipping accessible, intuitive improvements to the app, kiosk, and web experiences
- Produced end-to-end feature documentation (wireframes, user flows, PRDs) that accelerated cross-functional decision-making, reduced ambiguity, and enabled faster, high quality 0-to-1 shipping across design and engineering
- Championed product at national conferences and sales engagements, translating complex AI health features into compelling narratives for employer and broker audiences, and gathering real-time feedback to tighten competitive positioning and directly informing roadmap priorities
- Enabled measurable clinical impact—71% of users scheduling appointments with 95% reporting meaningful weight loss—by building the metrics framework and analytical foundation powering the clinician dashboard

Product Manager, July 2021–June 2025, San Diego, CA

Rose Health / Precise Behavioral — digital mental health startup focused on enhancing mental health resilience; acquired by Precise Behavioral in 2022

- Owned end-to-end product strategy and roadmap for a mental health mobile app and clinician dashboard, prioritizing features that improved provider workflows, patient engagement, and care continuity across a collaborative care model
- Built and shipped telehealth and web-based care coordination tools in partnership with health systems including Cedars-Sinai, reducing administrative friction for providers and improving patient-provider engagement in high-acuity settings
- Implemented a queue management system across hospitals, call centers, and ED providers, streamlining consultation workflows and improving clinical response times by 91.7%
- Defined and monitored success metrics on Mixpanel—measuring engagement, retention, and feature adoption—translating data into stakeholder presentations and driving iterative product improvements grounded in quantitative and qualitative insights

EDUCATION

Brown University Providence, RI

- M.S., Program in Innovation Management and Entrepreneurship, School of Engineering — GPA: 4.00
- B.A., Business, Entrepreneurship, and Organizational Studies — GPA: 3.86
- Independent research: Neurodiversity in Corporate Organizations; Engaged Scholar practicum with NAMI RI (Youth Education on Mental Health)
- Awarded "Most Exceptional Grads" and *Rhodes Scholar* nominee

COMMUNITY ENGAGEMENT

Communications Chair July 2023–January 2025

Brown Disability & Neurodivergence Alumni Collective

- Founded alumni affinity group as Communications Chair; launched September 2023 with 500+ members
- Dedicated 10 hours/month to spearhead event programming, member communications, and strategic planning

SKILLS & INTERESTS

Skills: AI Prototyping (Claude, Lovable), Product Strategy, Clinical Workflows, HIPAA, Jira, Roadmaps, Stakeholder Alignment, Go-to-Market, Figma, Mixpanel, Notion, User Research, Health System Partnerships, Regulatory Diligence, Data Analysis
Interests: Hip Hop Dance, Tennis, Karaoke, Disability Advocacy