

## LINA WOODSON

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Strategic and technical product leader with 8+ years of experience in regulated industries, driving large-scale digital transformation and product innovation, and holding a Master's in Information Technology (**GPA 4.0**) and **PMP certification**. Recognized for bridging business strategy and operations, leveraging AI and data science to deliver measurable growth, and achieving high-impact process improvement. Expert in defining product strategy, managing cross-functional teams, and translating complex data into executive decisions.

### TECHNICAL SKILLS

- Product & Program Management: Project Management Professional (PMP), AI Product Manager Certificate, Agile (Scrum, Kanban), Scaled Delivery, Strategic Planning, Stakeholder Alignment, Jira, Confluence
- AI, ML & Programming: AI and ML Integration, RAG System (Retrieval-Augmented Generation), Microsoft Copilot Studio, LLMs, Python, R, SQL, Golang, PHP, GitHub
- Data & Business Intelligence: KPI Reporting, Forecasting, Product Metrics (Usage, Adoption), A/B Testing, BI Dashboards, Tableau, Power BI, AWS (Redshift)
- Industry & Domains: Regulated Industries, Digital Health, Health Management, Client Retention, Market Analysis, Process Automation, Figma, Excel

### PROFESSIONAL EXPERIENCE

#### YOVITE

##### Digital Product & Business Consultant

2025 – present, New York, NY

- Advised small businesses on partnership strategy, process automation, and AI integration to enhance efficiency and scalability
- Developed business cases and executive materials showing how data-driven and AI-enabled solutions support growth and decision-making

#### FORDHAM UNIVERSITY (FULL-TIME STUDENT)

##### Research Fellow

2024 – 2025, New York, NY

- Selected as Research Fellow (one of four across Fordham) leading research on automation and labor market shifts in the U.S
- Built SQL and developed Python scripts to parse/clean data from multiple web sources, integrating into a unified dashboard
- Agentic AI HR Chatbot – United Nations and Microsoft:
  - Co-developed an AI-powered conversational agent to streamline HR inquiries and certification workflows across the UN ecosystem using Microsoft Copilot Studio and Power Automate
- March Madness Data Crunch – Deloitte:
  - Created predictive ML models in Python to simulate outcomes for 2,200+ NCAA games
  - Applied classification techniques (logistic regression, random forest, ensemble models)

#### TK HEALTH INSURANCE

##### Product Manager II

2021 – 2024, Germany

- Partnered with executive leadership and external vendors to execute the company's digitalization strategy across all app-based products, driving modernization and alignment with enterprise goals
- Transformed high-level business objectives into actionable product roadmaps, balancing innovation with operational efficiency and compliance in a regulated environment
- Led cross-functional Agile teams (engineering, design, legal) through sprint planning and feature rollouts
- Owned the end-to-end lifecycle of multiple digital health products, ensuring seamless experience for app and web-based products
- Integrated AI-driven personalization models that elevated user engagement by 27% and supported the organization's long-term goals
- Conducted market research across 50+ segments, translating insights into roadmap priorities resulting in an increase of 8% in client retention
- Evaluated and onboarded high-potential startups, leading secure API integration with IT to successfully launch new partner solutions
- Built KPI dashboards to analyze product costs and guide strategic decisions, achieving \$3 million in yearly savings

#### TK HEALTH INSURANCE

##### Lead Client Specialist

2018 – 2021, Germany

- Promoted to diagnosed and resolved complex user issues across web and mobile platforms, coordinating with IT and product teams
- Sustained 95 % client satisfaction through precise problem-solving and clear, empathetic communication

#### TK HEALTH INSURANCE

##### Analyst

2015 – 2018, Germany

- Rotational experience across product, client operations, and analytics teams, forming the foundation for future product leadership

### EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS - MS, Information Technology, GPA: 4.0

2024 – 2025, New York, NY

APOLLON UNIVERSITY FOR HEALTH MANAGEMENT - BA, Prevention & Health Management

2016 – 2020, Germany