Contact

Phone
952-484-6312

Email
darenbarker@live.com

Product Portfolio
www.darenbarker.com

Address
8258 W 132nd Lane
Savage, MN 55378

Expertise

- Product Strategy
- Market Research
- Strategic Partnerships
- Product Roadmap
- Software Development
- Marketing
- AI / LLM
- UI/UX
- Wireframing
- User Flows
- Process Flows
- Jira / Confluence
- Azure DevOps

Daren Barker
Product Director

Highly accomplished product leader for SaaS solutions with 16+ years of experience in product management and 4 years as a Director. Passionate about developing highly effective product management teams, identifying market opportunities, product strategy, roadmap, competitive analysis, designing and delivering innovative solutions using the latest technology and AI.

Experience

2021-2024
Olive AI | Columbus, OH

Director of Product

- Launched and managed our company's SaaS "End-to-End Prior Authorization" product suite for hospitals and healthcare providers, leading over 30+ major releases
- Increased ARR (annual recurring revenue) by 10X in just 12mo
- Improved the monetization model and COGS to increase profitability with gross margins > 80%
- Designed and went to market with industry leading features such as using AI to select clinical documents from the EHR to submit to payers, an integrated virtual employee assistant, automated electronic submission of prior authorizations, post-authorization monitoring, built-in interactive payer medical necessity criteria, and AI attestation answering.
- Developed and executed the product strategy and roadmap, introducing usage of AI and LLM
- Conducted market research and competitive analysis to identify customer needs and trends
- Create marketing campaigns and collateral for new products
- Cultivated relationships with key stakeholders including customers and vendors, and built partnerships with key partners in the industry
- Led and motivated a high-performing team of product managers, fostering a culture of collaboration and excellence between account managers, engineering, sales & marketing

2020-2021
Verata Health | Bloomington, MN

Product Manager

- Responsible for the development of PAthway™ a SaaS application for managing hospital prior-authorization workflows and processes.
- Shipped numerous product features and improvements for customers through monthly releases.
- Developed the reporting suite and bi-directional integration between the product and EMRs such as Epic, Cerner, Athena, and Allscripts.
- Due to the success of the product, the entire company was purchased by Olive AI in 2021.

2012-2020
HealthPartners | Eden Prairie, MN

Sr Product Manager

- Examples of various types of products successfully developed and implemented including:
- Designing and rolling out an enterprise emergency mass notification system for 30K users
- Designing a new anticoagulation dosing system for Park Nicollet hospitals/clinics
- Implementing a drug diversion analytics reporting system for 6 hospitals
- Creating an IVR phone system for pharmacy prescription refills and integrating a call center
- Rollout of Healthcare case management and utilization review software for Epic
- Various security project initiatives including privileged account management, and Identity

Daren Barker

Phone
952-484-6312

Email
darenbarker@live.com

Product Portfolio
www.darenbarker.com

Address
8258 W 132nd Lane
Savage, MN 55378

Experience Cont

2008-2012
CareFusion / BD | San Diego, CA

Project Manager

- Managed large scale hospital implementation projects for CareFusion's customers across the US, including Mayo Clinic, Aurora Health, and many others
- Effectively managed critical implementations that changed the daily processes of multiple hospital departments, such as in-patient pharmacy, surgery, and nursing

2008-2009
Manheim | Atlanta, GA

Product Manager – National Client Operations

- Responsible for maintaining client relationships and overseeing all online operations
- Collaborated with product & engineering to develop software enhancements for key clients
- Coordinated efforts of sales, product, marketing and operations teams across the country to grow client business, product maturity, and meet revenue goals
- Started new line of business with Mercedes-Benz, netting an additional 2.6M annual revenue and doubling our online market share within 1 year

2007-2008
Network Remarketing Technologies | Eden Prairie, MN

Product Manager

- Managed the design and development of the company's "ES" web based application, starting from its very initial conceptual design to its eventual release.
- Developed all product requirements and business specifications, managed the overall development schedule and a team of 20 developers

2003-2006
Universal Hospital Services | Bloomington, MN

Product Manager

- Designed and developed a software application for a touch screen mobile medical equipment tracking device, still in-use at hospitals throughout the US today, including Johns Hopkins
- Managed enhancements and product releases for the AIMS-CS™ application
- Implemented the "Asset360 Program" for hospitals nationally, including full product implementation, HL7 interfaces with the hospital EHR, onboarding and training staff

2000-2003
Innovative Fleet Management | Wexford, PA

Business Analyst

- Created business requirements for enhancement requests and worked with developers to perform QA for new code releases
- Responsible for client onsite training, authoring user guides, software release notes, web based training materials, and other product documentation.