

Winnie Tsui, MBA, CSPO, OT, CHT

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As a clinician, I have always started with understanding and empathy towards my patients/end users. I bring that same experience, user understanding and intuition into my 7+ years of product management.

I am passionate about healthcare technology. Integrating good technology in an integrated hybrid environment is the next frontier in delivering a safe, accessible, high quality healthcare experience.

PRODUCT OWNER | MANAGEMENT SKILLS

- Full product lifecycle ownership & business strategy
- Build the right things. Build things right. Running right.
- Solving high impact problems. Aggressive timelines.
- Led cross-functional teams to meet aggressive deadlines
- Healthcare leadership & experience
- Deep user empathy
- Serial health technology entrepreneur
- Software & hardware development

PROFESSIONAL SKILLS & HIGHLIGHTS

Head of Products

- Defined roadmaps, PRDs, personas, timelines, and KPIs for owned product areas and new initiatives.
- Prioritized and managed multiple high-impact responsibilities in a startup environment.
- Proactively communicated roadmap progress while delivering new features against ambitious timelines.
- Drove strategy and roadmaps for healthcare technology products aligning business needs into product solutions.
- Implemented best practices for agile discovery, rapid iteration, QA, usage analytics, measuring patient impact.

Product Owner

- Led cross-functional teams for B2C and B2B2C projects. Secured executive buy-in for product vision and OKRs.
- Analyzed how tools/workflows affected provider and patient experience. Designed scalable, enterprise-grade products.
- Conducted user research, identified pain points/gaps to inform scalable product/feature development.
- Rapidly prototyped through collaboration across clinical ops, design, engineering, data science, HIPAA security, marketing, sales, and end-users.

RELEVANT EXPERIENCE

Head of Products - Squegg

1/2022 – Present: Top selling smart hand strength assessment and gamified therapy with training hardware and software.

- Developed product vision, roadmap, user stories and features from deep understanding of the clinical and market space.
- Managed, prioritized, and groomed product roadmap to develop a new B2B2C SaaS initiative.
- Led cross-functional team in remote environment against aggressive deadlines using Agile principles.
- Increased MAUs 50%, and increased App/Play Store to stay above 4.0+ stars.
- Conduct user interviews to understand customer incentives and UX blockers which inform the product direction.
- Lead product development and maintenance: 1 B2B2C SaaS platform, 1 B2C solution, 5 games, 3 therapy tools, upgraded 2 hardware and 5 software versions. Owns 40% of all company's OKRs.

Senior Product Manager - Kaia Health

5/2022 – 12/2022: 3D MSK Motion Analysis. AI guided therapy with computer vision on mobile devices.

- Developed clinical application of Kaia's 3D Motion Analysis into a PT assessment to apply AI generated digital therapy.
- Lead cross-functional teams (Agile) for quick prototyping, launch, metrics, UXR, then rapid iterations for max user value.
- Increased digital evaluation funnel completion rate from 20% to 90% with refined designs/UI/features to reduce friction.
- Increased user retention and engagement 150% through deep user understanding and providing/reflecting value.

Adjunct Professor of Occupational Therapy (Orthopedics) – Long Island University

1/2011 – Present: MSK lecture & labs, evaluations, aquatics therapy, and wheelchair assessments.

Product Advisor & User Researcher – OpticSurg

11/2020 - Present: AR Smart Glasses with Surgical, Academic, and COVID Applications

- Product use case analysis, UXR, competitive analysis, test product for product/feature launch to commercialization.
- Defined personas, user stories, story maps, acceptance criteria against both qualitative and quantitative metrics
- Assist with QA of new feature development and pilot studies to ensure successful products launch and adoption.
- Performed market research, competitive analysis to understand trends and opportunities in the industry.
- Published and presented case study of clinical research performed using the technology in an academic setting.

Regional Director of Occupational Therapy – Professional PT

10/2020 – 1/2022: Clinical/operational management and business development of clinics in NYC

Clinical Research Coordinator – Neurolutions (WashU)

7/2019 – 4/2020: Coordinated multisite clinical/user research for FDA approval of home-use robotic stroke BCI rehab system.

- Onboard, monitor, complete clinical research with clinical cross-functional team of hospital administration, legal, finance, security, clinicians and patients; from IRB to FDA De Novo approval.
- Owned product roadmap, testing new features, and service creation in hardware / software in ever-evolving roadmap for research, FDA approval, commercialization, and adjunct services with Brain-Computer Interface device.
- Leveraged strong relationships with major hospitals, PIs and KOL for research, product development and launch.
- Our research and product work lies at the intersection of computational neuroscience, machine learning (ML), signal processing, statistics, biophysics, motor learning, and brain-computer interface (BCI).

Director of Business Development – MoTrack Therapy (Johns Hopkins University)

7/2019 – 4/2020: MoTrack Therapy is an AI SaaS App that gamifies hand physical therapy home exercises.

- Market and User Research, Customer Feedback and Stakeholder Management to define the vision, strategy, and roadmap to apply computer vision, AI based telehealth SaaS. Product testing completed with surgeons, therapists, engineers at JHU.
- Startup world - Took on multiple roles in defining product vision, marketing strategy, and KPI objectives for the team.
- User research workshops to capture user requirements, implemented/test new features and account follow-up.

Product Manager – IOLGenie

9/2017 – 12/2018: A cloud-based SaaS platform for cataract surgery planning & lens management from clinic to the OR.

- Redesigned the product development framework to better capture the needs in user story, business requirements, test and monitor the production process (tech debt & bug fix) to improve time to market and quality.
- Use of product management best practices: Agile software development - Problem scenario development, User story mapping, Hypothesis driven product development, Testing parameters to launch new desirable, feasible viable features.

EDUCATION

Masters in Business Administration, Strategy, Operations, Entrepreneurship

New York University Stern School of Business

Bachelor of Science, Occupational Therapy

University of Alberta

CERTIFICATIONS

Certified Scrum Product Owner (CSPO): Product Ownership

Scrum Alliance

Agile Product Management

Google

PMP Certification Student, Digital Product Management, Design Thinking, Hypothesis-Driven Development

University of Virginia, Darden School of Business

SKILLS

Figma, Agile, Jira, Confluence, Miro, Product Vision, Product Roadmap, Product Backlog Management, User Testing, UXR, A/B Testing, Product Requirements Documentation (PRD), Qualitative Research, Data Analytics, Looker, QuickSight, Postman