Yash Shah

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SUMMARY

Senior Product Manager with **6+** years of experience in analytics, data strategy, and product management. Built enterprise data and AI products from early concept through adoption and initial commercialization, with experience in customer discovery, product strategy, and leading engineering, data science and design teams.

PROFESSIONAL EXPERIENCE

Johnson & Johnson (C2C via Insight Global) | Titusville, NJ | Engagement Manager, Patient Engagement **Sep 2026 – Present**

- Translate **immunology analytics requests** from business and patient-support stakeholders into structured analytical approaches across fulfillment, persistency and patient-support journey analysis.
- Analyze **multi-source healthcare data** spanning IQVIA LAAD, claims/PLD, HCP, specialty pharmacy, shipping, call activity, and digital engagement data to reconstruct patient journeys and surface operational friction.
- Develop and QC analytical logic, data models, EDA and **executive-ready recommendations** for Associate Directors, Directors, VPs and Analytics leadership.

Syneos Health| New York, NY **|** Sr. Product Manager, Technology & Data Solutions **Sep 2022 - Nov 2025**

Owned strategy, roadmap, adoption, and commercialization for Apollo, an enterprise data and analytics platform that replaced fragmented, analyst-dependent workflows with configurable self-service products for internal teams and external clients.

- **Scaled Apollo from an early internal product to ~700 registered users and 2 external clients**, using customer interviews, workshops, usage analytics, support requests, competitive research, and commercial requirements to prioritize the roadmap.
- **Reduced proposal data turnaround from ~24 hours to ~2-3 hours** by replacing analyst-dependent workflows with no-code, self-serve capabilities for data exploration, segmentation, analysis, visualization and export.
- Partnered with sales, business development, and client teams on **20+ engagements representing $10M+ in project value,** turning customer requirements into product configurations, data-backed recommendations, demos, and RFP solutions.
- Led a **12-person** cross-functional pod spanning engineering, design, and data science, owning backlog and release priorities and presenting product usage, delivery progress and investment recommendations to VP-level stakeholders.
- Led AI product initiatives involving **RAG, recommendation, summarization, Text-to-SQL, and workflow routing**: defined evaluation criteria with data science and domain experts and kept Text-to-SQL at POC after testing exposed hallucinated schema references and inaccurate results.

Syneos Health| New York, NY**|** Sr. Data Solution Strategist, Sales Enablement **Jun 2021 - Aug 2022**

Translated pharma commercial questions into data strategies, analytical solutions, and recommendations for client and sales teams.

- Led data strategy and analytics for **13-15 pharma brand and GTM initiatives**, translating business questions into customer segmentation, geographic opportunity analysis, targeting strategies, field-force recommendations, and omnichannel measurement.
- Evaluated third-party data vendors for coverage, usability, economics, and product requirements, helping develop a replacement data strategy that reduced vendor spend to roughly **one-third of prior cost** while **expanding usable data coverage.**
- Supported **50+ pitches and commercial analyses** combining claims, CRM, provider, and other datasets to identify target populations, market opportunity, territory priorities and campaign performance.

Symphony Health| Blue Bell, PA| Analytics Consultant, Client Analytics **Jun 2019 - May 2021**

Built a hands-on foundation in healthcare analytics, cohort development, machine learning, and client-facing data solutions.

- Reduced cohort build time from about **30 min** to about **5 min** by developing reusable Oracle SQL and R components, improving turnaround and consistency for recurring analytical workflows.
- Applied classification and clustering techniques to identify target segments and behavior groups using prescribing, patient, specialty and other domain attributes, evaluated model performance using confusion-matrix and AUC-based validation and translated outputs into business recommendations.

SKILLS

- **Product:** Product Strategy**,** Roadmap, Prioritization, Stakeholder Management, GTM, OKRs, Agile Execution, Backlog Grooming, Executive Communication, Customer Discovery and Commercialization
- **AI/ML & Data:** Generative AI, LLM Evaluation, RAG, Copilot Studio, Claude Code, Prompt Engineering, MCP, LangChain workflows, SQL, Tableau, Power BI, Excel**,** Python
- **Design and Prototyping:** Jira, Confluence, Figma (wireframes/prototypes), Moqups, Lovable, Google Analytics
- **Healthcare:** Claims, EHR/EMR, HCP/HCO, Veeva CRM, Patient Journeys, Segmentation, Targeting, Omnichannel Analytics

EDUCATION

Rutgers Business School, Rutgers University, Newark | **Sep 2018 - Dec 2019**

Masters in Information Technology and Analytics

Narsee Monjee Institute of Management Studies, Mumbai | **Aug 2014 - May 2018**

Bachelor of Technology in Computer Engineering