

David Neher, MBA

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Summary

U.S. Marine with deep experience building mental health products that expand access to quality care. Currently a product management director with 8 years of experience in setting strategy and scaling products from 0-1. Proven track record of managing cross-functional teams through high growth periods and creating value through strong customer obsession. Seeking a product leadership role in a growth-stage company to drive product innovation and market expansion.

PROFESSIONAL EXPERIENCE

CVS Health

Product Management Director

2021-Present

- Mental Health Product Development: Led product management, analytics, and operations for startup within CVS offering talk therapy and psychiatry services in-person and online; scaled to \$3.5mm revenue and 25% YoY growth while managing \$3m+ budget
 - Product Management Leadership
 - Secured resourcing for additional headcount (2 FTE) and hired, managed, and developed product management team to meet growth goals of rapidly scaling product (4-50 states)
 - Created and managed product roadmap (1 month - 3 years) that enabled product strategy and delivered a high-quality patient and provider experience - aligning clinical, operations, and business needs with product vision; led technical teams (product managers, product owners, solution architects) through Software Development Lifecycle, delivering 20+ features annually
 - Led performance management team for behavioral health product - using Tableau, SQL, EPIC reporting tools, and Excel to create custom reporting to help drive product value
 - Product Growth:
 - New Product Development: Led product team in insourcing two mental health virtual care products (B2C and B2B2C) serving 25k+ patients annually to in-house platform - increasing visit volume by 20%; led new platform provider and patient experience development from ideation to testing, building stakeholder alignment on requirements and design
 - 50 State Expansion: Managed product expansion to all 50 states in 12 months - aligning executives on strategy, managing clinical, operational, finance, and IT partners to key activities, and leading my team in execution, increasing visit volume by 5% and meeting budget goals
 - Led vendor evaluation and integration for AI clinical support and revenue cycle tools
 - Product Launch Sprint: Trusted to "right the ship" of virtual mental health product launch, leading a 60 day sprint with two team members to redefine the product roadmap, identify patient and provider experience risks, and develop a mitigation strategy. Led operational implementation for product launch, and established steady-state product management processes. Successfully launched B2B product on time to 2M+ eligible members
 - Optimized Provider Scheduling: Created optimized provider schedule strategy leveraging provider satisfaction feedback and schedule analytics and conducted A/B test to identify best option - increasing provider satisfaction by 50% and visit volume by 10%

Product Manager

2019-2021

- Specialty Pharmacy Digital Strategy: Responsible for driving patient digital engagement
 - Data-Driven Marketing Optimization: Analyzed historical marketing data using Excel and SQL to identify ineffective strategies. Designed a new marketing plan to improve patient adoption of digital tools, securing buy-in from product, operations, and marketing leaders. Successfully increased digital engagement by 2.7% in a \$70B business.

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- Patient-Centered Insights: Led development and launch of the first patient survey focused on digital engagement drivers, transforming how initiatives were developed and prioritized across the organization
- Operational Efficiency & Cross-Functional Collaboration: Established a cross-functional working group to centralize opportunity prioritization, project coordination, and metrics tracking—resulting in an 8% increase in digital adoption and reduced project overlap.

Oliver Wyman

Senior Consultant

2017-2019

- Management consultant trusted to develop and launch new products and strategies through data analysis and cross-functional leadership, delivering value on 7+ projects across healthcare, logistics, and other sectors
 - Led product team in development of new healthcare analytics offering; analyzed large healthcare data sets, industry benchmarks, and user feedback with SQL to inform requirements and scope for 7+ features, producing MVP in 3 months
 - Led creation of first-of-its-kind freight strategy from inception to pilot for a leading supplier of temporary access solutions; reducing lead time to ship and driving ~16% savings YoY
 - Led a global sourcing improvement workstream; managing a team of 10+ clients in China, Italy, and the US in evaluating savings opportunities and negotiating with vendors; Identified \$1M+ savings

United States Marine Corps

Sergeant (Team Lead)

2009-2013

- Led weather forecasting team at major intel center creating meteorological forecasts and impacts analyses for command-level strategic planning; supported worldwide operations of over 60k personnel
- Led a team of seven weather forecasters in supporting flight and ground operations in the East Asia region

EDUCATION

Northwestern University, Kellogg School of Management

MBA, Strategy

2023

Columbia University

Bachelor of Arts, Economics

2016

SKILLS, VOLUNTEER, INTERESTS

- **Skills:** product management, strategy, growth, analytics, new product development, agile, leadership
- **Volunteer:** Illinois Environmental Council, New York Center for Children
- **Interests:** woodworking, rugby, barbecue, reading