

Contact

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Top Skills

Go-to-Market Strategy & Execution
Growth & Engagement Optimization
User-centered Design & Rapid Prototyping

Honors-Awards

7-time Dean's List Recipient
Jefferson Scholarship Colorado Finalist
AP National Scholar
Mathematics Student of the Year
1st Team All State Honors - Golf

Publications

Social Media in Product Development

Maxwell Pederson

Senior Product Manager @ Teladoc Health
Boston, Massachusetts, United States

Summary

Senior Product Manager (Consumer Growth & Engagement) with 5+ years of experience spanning startups to Fortune 200 companies, driving 0-to-1 product innovation, generating \$50M+ in ARR across iOS, Android, and Web. Known for delivering scalable solutions rapidly through user-focused prototyping and iterative development. Skilled at leading cross-functional teams and aligning customer needs with business goals. Excels in mentoring, stakeholder collaboration, and driving mission-driven growth with measurable results. Passionate about connecting with mission-driven individuals. Feel free to strike up a conversation!

Experience

Teladoc Health
2 years 2 months

Senior Product Manager
February 2024 - Present (11 months)
Boston, Massachusetts, United States

- Designed and implemented a gamified consumer engagement platform targeting the entire member funnel across iOS, Android, and Web platforms, resulting in a 50% boost in engagement and \$12M in ARR
- Directed as Interim Director of Product Management for Chronic Conditions, overseeing a team of 4 Lead Product Managers and driving strategic initiatives across consumer engagement products including nudges, gamification, and behavior science-informed personalization features resulting in a 15% increase in user engagement

Product Manager II
November 2022 - February 2024 (1 year 4 months)
Boston, Massachusetts, United States

Growth-oriented product manager specializing in B2C mobile and web application experiences for chronic condition management. Recognized for achieving Full CDC Diabetes Prevention Program Recognition and receiving

Teladoc's Top Innovation Leadership Award. Proven ability to drive high-quality feature launches with startup mentality. Key work included:

- Orchestrated a cross-functional skunkworks team to deploy ML-driven coaching algorithms and highly personalized notifications, improving clinical outcomes by 3x and increasing member retention rates by 2x
- Implemented a new step-by-step onboarding flow, health journey launchpad, and habit-setting feature for iOS, Android, and Web applications, driving a 75% increase in early engagement and generating millions in incremental revenue
- Collaborated with 10+ cross-functional departments to launch a new schedule or message a coach feature for over a million chronic care members, increasing coach visits by 2x
- Developed a lean product development process, reducing time to requirements and design readiness from initial ideation by 5 months
- Streamlined back-end coaching operational processes, improving efficiency and scalability
- Headed the social impact committee for Product Managers across Teladoc, fostering closer relationships and driving community engagement initiatives

Ambit Inc

Lead Product Manager

October 2021 - September 2022 (1 year)

Boston, Massachusetts, United States

First product hire of the startup. Created the MVP requirements for the HIPAA-compliant patient and HCP platforms, hired a team of cross-functional professionals, built on-time and within budget, and achieved early product market fit within 10 months while driving the product strategy and vision forward via product roadmaps. Work included, but was not limited to, the following:

- Managed concept to product launch for the platform MVPs with a \$50k monthly budget, reducing manual operations by 2x
- Increased top of funnel conversions by 8x, genetic services-qualified patients by 4x, and bottom of funnel genetic diagnoses by 2x while reducing digital marketing spend by 4x through registration, product marketing, and SEO features
- Recruited and guided a product and software development team of 2 APMs and 3 developers, provided regular job performance feedback, and led cadenced stand-ups using agile methodologies (two-week sprints) to drive dependable feature releases

- Groomed product backlog weekly and updated product roadmap through data, business, and consumer-oriented prioritization and communicated insights, scope, deadlines, and P&L implications to leadership monthly
- Ran VC due diligence and pitched our platforms to over 10 funds leading to significant term sheet progress
- Organized and headed team bonding events, such as wine and cheese night, to bring Ambit team members closer together

SessionM

Senior Business Analyst

January 2020 - September 2021 (1 year 9 months)

Boston, Massachusetts, United States

Key member of a rapid growth SaaS startup team. Provided loyalty program design and management strategies to clients across industry verticals (QSR, CPG, Retail, Travel & Hospitality) who were looking to increase loyalty in their consumers. Wore multiple hats and used cross-functional team leadership both internally and externally with a variety of teams to provide cutting-edge product and analytics solutions. Past projects include, but are not limited to, the following work:

- Product managed a loyalty BI platform by working cross-functionally with data scientists, engineers, UI/UX, CX, marketing, etc. to A/B test new product features in order to provide clients with critical loyalty KPIs such as LTV analysis, improving client retention by 20%
- Directed market research for business and user needs, created personas and user stories, and developed acceptance criteria for a new multi-brand e-commerce loyalty program which was expected to generate \$100M in year 1 of launch
- Operated an agile operating model and led weekly program management standups across several teams of a Fortune 50 Retail client to rapidly A/B test marketing campaigns resulting in a 30% increase in average basket size and trips per month
- Conducted design thinking, business analysis, and ROI modeling to prioritize the product roadmap for a Fortune 100 CPG client
- Launched a benchmarking data analysis solution through over 2,000 lines of SQL analyses and QuickSight dashboards that enabled the sales team to advertise SessionM platform performance, increasing the RFP win rate by over 10%
- Created highly visible QuickSight dashboards, SQL queries, A/B testing Python scripts, ROI models, roadmaps, and project trackers

Charles River Associates

1 year 5 months

Life Sciences Associate

September 2019 - December 2019 (4 months)

Boston, Massachusetts, United States

- Developed 4 claims-based Power BI dashboards for a biotech client by defining user requirements, leading ML analyses through the data science team, and streamlining beta testing resulting in a 50% increase in sales rep deals
- Spearheaded requirements analysis, user acceptance testing, and daily scrum meetings to improve the usability of a pharmaceutical sales management application leading to over 95% adoption of the new tool
- Generated \$2M in revenue by consulting pipeline entrance strategies for over 10 different pharma/biotech firms
- Acted as an analytics expert who developed over 1,000 lines of Python and R code for quantitative market research survey analyses to help gauge payer sentiment regarding new pipeline drugs
- Facilitated over 10 payer-access and client strategy workshops with key executive stakeholders
- Conducted primary market research through key opinion leader interviews, qualitative focus groups, and quantitative surveys to help more accurately price novel pipeline drugs
- Created 6 knowledge books through secondary market research in order to inform reimbursement and market access policies for an orphan brain disease across 9 different countries

Life Sciences Analyst

August 2018 - September 2019 (1 year 2 months)

Boston, Massachusetts, United States

Booz Allen Hamilton

Data Analytics Intern

June 2017 - August 2017 (3 months)

Washington D.C. Metro Area

- Led a team of four interns to produce an award winning cost estimation presentation that was presented to Booz Allen executives
- Gathered, cleaned, and analyzed data pertaining to \$2B in congressional procurements in response to help win an RFP
- Created stochastic distributions using probabilistic analyses on 100 years of military transactions for future cost approximations of naval equipment

- Predicted MLB run outcomes using feature engineering, step-wise linear regression, and time series forecasting given over 30 years of historical data with 95% accuracy

Ascentium Capital

Product Analyst Intern

May 2015 - August 2016 (1 year 4 months)

Denver Metropolitan Area

- Executed user acceptance testing and regression testing for 3 customer facing enterprise financial applications which led to \$50,000 in cost savings
- Established a new database schema and wrote 1,000 lines of Microsoft SQL code to alleviate the problem of duplicated data, increasing platform speed by 25%
- Acted as a liaison between the sales and software engineering teams to identify key use cases for current lending software in order to create a backlog of future product enhancements

Education

University of Virginia

Bachelor of Science (B.S.), Systems and Information Engineering (Statistical Modeling Concentration), Engineering Business Minor · (August 2014 - May 2018)

University of Virginia

Bachelor of Arts (B.A.), Applied Statistics - Engineering Statistics Concentration · (August 2014 - May 2018)

University of Melbourne

Semester Abroad, Informatics Engineering , Information Systems · (January 2016 - June 2016)

Rock Canyon High School

High School Diploma · (August 2010 - May 2014)
