

Brooke Perlee

Product Manager

Personal Info

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Skills

CRM Software

Experienced Salesforce admin

Creating Tutorials

Skilled with Camtasia and Adobe Captivate to create tutorials

Communication Skills

Presented product software at varying levels of technicality

UI/UX Experience

Proficient with Sketch design and InVision prototyping

German

Learned basic German to improve communication with HQ

Health IT Skills

HITECH Compliance

DICOM Conformance

HL7 Integration

FDA Standards

Agile Methodology

Evidence-Based Practice

Data Analysis

Clinical Healthcare Experience

Healthcare Product Manager, experienced with diagnostic imaging devices that integrate hardware and software. Launched a software upgrade that generated \$1.08 million in direct orders within the first two months of availability, and \$4.77 million in associated hardware orders. Adaptable and detail-oriented, with a unique clinical perspective gained from clinical experience and Health IT background. Committed to provide the healthcare community with solutions that can make a meaningful difference in improving quality of care, better clinical outcomes and an enhanced patient experience.

Experience

Jan 2017 - present	Product Manager <i>Heidelberg Engineering, Inc.</i> <i>Promotion to Product Manager (10/2018 - Present)</i> <i>Associate Product Manager (01/2017 - 10/2018)</i> Responsibilities <ul style="list-style-type: none">Product owner of hardware and software elements of the US Spectralis product lineInterfaces with HQ product management and engineering teams to incorporate US VOC feedback in feature design and usability improvementsFacilitates research initiatives and when applicable collaborates to translate research initiatives to clinical utilityRepresents HEI at trade shows and scientific conferences to present products, monitor market activity, and stay current on clinical and technological trendsAnalyzes competitive products and incorporates industry strategy into product roadmapDevelops training materials for sales, clinical applications trainers, field service engineers and the customer care team for strategic product launch and continued product successDefines key success metrics for product launches and post-launch to drive continuous product improvements Achievements <ul style="list-style-type: none">Managed an FDA field correction for a software feature that impacted 300+ systemsReduced the number of open customer support cases per month by 51.4% through Salesforce data analysis and subsequent process redesignLaunched multiple products with differing technical specifications and clinical utility simultaneously
Dec 2015 - Jan 2017	Clinical Applications Support Specialist <i>Heidelberg Engineering, Inc.</i> Responsibilities <ul style="list-style-type: none">Provided expert clinical knowledge and product support for HEI devices to clinicians and operators via phone, online support, and in personPerformed issue identification, escalation and resolution for networking, software, hardware and user related issues Achievements <ul style="list-style-type: none">Created customer focused training materials using Adobe Captivate and CamtasiaProposed, launched and maintained a social media strategyAssumed responsibilities of managing product lines in absence of product manager
Sep 2015 - Dec 2015	Senior Ophthalmic Technician <i>Ophthalmic Consultants of Boston</i>
Jan 2013 - Sep 2015	Ophthalmic Surgical Assistant <i>New England Retina Associates</i>

Education

Apr 2017	Sacred Heart University, Masters of Science <i>Healthcare Informatics</i>
May 2013	Sacred Heart University, Bachelors of Science <i>Cellular and Molecular Biology; Minor: Chemistry</i>