Brooke Perlee

Product Manager

Personal Info

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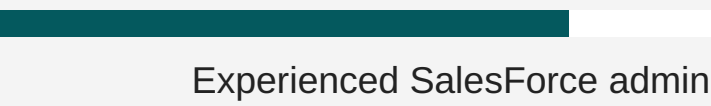
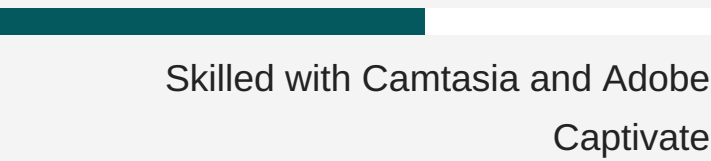brooke.perlee214@gmail.com

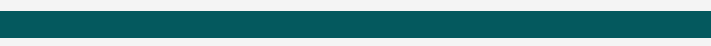### LinkedIn

https://www.linkedin.com/in/b-perlee/

Skills

CRM Software

Experienced SalesForce admin

Tutorial Creation

Skilled with Camtasia and Adobe Captivate

Communication Skills

UI/UX Experience

Sketch design and InVision prototyping
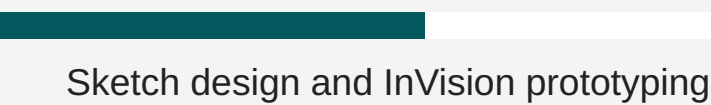
Front-End Web Development
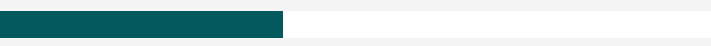
Professional Development

May 2019

CareerFoundry Intro to Frontend Development *(HTML5, CSS, Responsive Web Design, Git and Version Control, Cross-Browser Testing and Debugging)*

Jan 2020

CareerFoundry Full-Stack Web Development *(In Progress)*

Health IT Skills

HITECH Compliance

DICOM Conformance

HL7 Integration

FDA Standards

Agile Methodology

Product Manager, experienced with medical devices with integrated software and hardware components. Launched a software feature that generated $1.08 million of revenue within the first quarter of availability, and generated $4.77 million in associated hardware purchases. Adaptable and detail-oriented, with strong communication skills that enable understanding and delivering upon customer needs. Committed to providing solutions that exceed expectations.

Experience

Jan 2017 - present

Product Manager

Heidelberg Engineering, Inc.
Promotion to Product Manager (10/2018 - Present)
Associate Product Manager (01/2017 - 10/2018)

Responsibilities

- Product owner of hardware and software elements of the US Spectralis diagnostic imaging product line
- Define user stories for US customers and collaborate with international colleagues to prioritize and implement customer needs into existing product lines and build backlog for future product features
- Facilitates research initiatives to translate to software features with clinical utility
- Represents company at trade shows and scientific conferences to present products, monitor market activity, and stay current on clinical and technological trends
- Collaborates with marketing to create materials that translate product features to clinical benefits
- Develops and presents training materials at various levels of technicality for strategic product launch and legacy product success

Achievements

- Reduced the number of backlog customer support cases per month by 51.4% through SalesForce data analysis and subsequent process redesign
- Managed an FDA field correction for a software feature that impacted 300+ systems
- Launched multiple products simultaneously, each with differing technical specifications and clinical utility

Dec 2015 - Jan 2017

Clinical Applications Support Specialist

Heidelberg Engineering, Inc.

Responsibilities

- Provided expert clinical knowledge and product support for HEI devices to clinicians and operators via phone, online support, and in person
- Performed issue identification, escalation and resolution for networking, software, hardware and user related issues

Achievements

- Created customer focused training materials using Adobe Captivate and Camtasia
- Proposed, launched and maintained a social media strategy
- Acted as Interim Product Manager for software and hardware product lines

Sep 2015 - Dec 2015

Senior Ophthalmic Technician

Ophthalmic Consultants of Boston

Jan 2013 - Sep 2015

Ophthalmic Surgical Assistant

New England Retina Associates

May 2011 - May 2013

Lab Assistant

Sacred Heart University Biology Department

Education

Apr 2017

Sacred Heart University, Masters of Science

Healthcare Informatics

May 2013

Sacred Heart University, Bachelors of Science

Cellular and Molecular Biology; Minor*: Chemistry*