

Jennifer Rumery

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Senior Product Manager

Professional Summary

Strategic product leader with 15+ years driving digital transformation in healthcare technology. Proven track record in launching AI-powered products, leading cross-functional teams, and scaling impact through deep user research. Expert in translating ethnographic insights into actionable roadmaps and measurable business outcomes. Known for bridging technical complexity with business value and building trust across all organizational levels.

Professional Experience

Senior Product Manager, AI & API Products

Shepherd Veterinary Software | Sept 2024 – Dec 2025

- Led AI product vertical (TranscribeAI, SummarizeAI, DiagnoseAI) and our OpenAPI platforms during rapid growth (300 → 1,300+ users) post-acquisition.
- Orchestrated UX teardown sessions, uncovering that 50% of users faced blocking technical issues - pivoted roadmap to foundational reliability improvements.
- Launched 3 AI products from 0-to-1 with structured beta programs and production readiness validation; reduced documentation time by 3–5 minutes per session.
- Executed multi-phase beta launch under tight deadlines; established repeatable SOP for future product launches.
- Built comprehensive ethnographic research practice across 100+ organizations, identifying usability blockers and segmenting customers for targeted strategy.
- Managed OpenAPI platform enabling 40+ partner integrations; enhanced developer experience with improved documentation and UI.
- Coordinated international teams across 6 - 7-hour time zones; implemented async-first communication and structured documentation to maintain velocity.
- Designed centralized knowledge management systems adopted across 15+ enterprise deployments, enabling streamlined product processes and reducing implementation time by 40%.

Product Manager / Product Owner

IDEXX Laboratories | Sept 2021 – Sept 2024

- Conducted digital product strategy and execution for Cornerstone software platform serving thousands of organizations globally.
- Orchestrated development and deployment of web applications using Agile methodologies; managed full product lifecycle for enterprise-scale software (10,000+ customers).
- Championed Auth0 SSO implementation for 50+ enterprise customers, improving security posture and reducing login friction by 35%.

- Developed comprehensive digital customer experience vision; built data-driven enhancement roadmaps improving satisfaction and retention.

Business Analyst

IDEXX Laboratories | June 2019 – Sept 2021

- Liaised between stakeholders and development teams; translated business needs into actionable software requirements. Implemented Agile processes, optimizing project workflow and stakeholder communication; improved project turnaround times while maintaining quality standards.

Product Specialist

IDEXX Laboratories | May 2010 – June 2019

- Led successful implementation of enterprise software across hundreds of organizations; integrated with multiple third-party systems and platforms. Conducted on-site training, maximizing software benefits and workflow optimization.

Education

MBA, General Management/Strategy | University of Wisconsin – Madison | 2022 – 2024

Specialized Badges Earned: Strategic Growth, Strategic Innovation, Consulting, Business Analytics

BS, Health/Healthcare Administration/Management | California College San Diego | 2005 – 2009

Certifications

Advanced Certified Scrum Product Owner (A-CSPO)

Tools & Technologies

- Product Management: Notion, ProductBoard, Jira, Confluence, Trello
- Analytics: Tableau, Snowflake, SAS
- Development: Python, MySQL, GitHub, AWS, Azure DevOps
- API: Postman, RESTful APIs, OpenAPI, Swagger
- Design: Figma, Balsamiq, FigJam
- AI: Anthropic Claude, OpenAI GPT models, Google Gemini, AssemblyAI

Domain Expertise

- AI Product Development: Prompt engineering, model selection & evaluation, LLM integration
- Healthcare Technology
- SaaS Product Strategy
- Enterprise Software
- B2B Product Development
- Digital Transformation
- Complex Systems Integration

Differentiators

- Developed systematic UX teardown approach, driving strategic roadmap pivots and scalable PM processes.

- Versatile skill set spanning user research, AI product development, API platform strategy, and partnership management.
- Hands-Balances strategic vision with hands-on execution—maintains high-level roadmap focus while diving into implementation details.
- Proven adaptability through intentional career progression from implementation specialist to product manager.
- Trusted collaborator across C-suite, engineering, end users, and external partners; known for ‘no surprises’ leadership principle.
- Systems thinker; architect knowledge management systems and PM operating models for lasting organizational impact.