



# NICK GUGGENBUEHL

PRODUCT | STRATEGY | LEADERSHIP



## WORK EXPERIENCE

### **Mayo Clinic** (2022 - Present)

PRINCIPAL PRODUCT MANAGER

- Digital product lead for an initiative that represents the largest capital investment in Mayo Clinic history. Responsible for defining and accelerating the delivery of a portfolio of transformational digital products that will determine the future of the Mayo Clinic's model of care.

### **Compass Foundry LLC (Owner)** (2019 - 2022)

KINDBODY

(12 month Contract)

- Led design and full-cycle development of a new B2B product at a high-growth (\$1B+ valuation) healthcare startup. Reported directly to the CTO and worked cross-functionally with stakeholders to exceed original OKR expectations.

### **Pfizer** (18 month Contract)

- Served as product lead for the full-cycle development of a tool utilizing an AI/ML-based algorithm that assists cardiologists in the identification of patients who may suffer from a rare and under-diagnosed heart condition.

- Led the design and development of a mobile application for metastatic breast cancer patients from scoping the initial concept to discovery and development of the MVP.

### **Boston Consulting Group** (3 month Contract)

- Led a team within Abbott's neuro-modulation division through the scoping of a digital MVP product that pairs to a medical device aimed at reducing chronic back pain.

### **Elevance Health (FKA Anthem)** (6 month Contract)

- Served as product lead of a 12-member distributed team of designers and engineers building consumer transparency tools for millions of members. Set and managed performance OKRs.
- Led organization-wide design thinking and agile transformation initiatives as the company adopted the SAFe agile framework.

### **MyMeds**

#### HEAD OF PRODUCT (2015 - 2019)

- Led engineering, design, customer success, and clinical product teams from pre-revenue to millions in recurring revenue and multiple Fortune 500 employer and health plan clients. Managed up to 8 direct reports.
- Drove product vision, strategy, roadmap, and execution while translating high-level business requirements into actionable product features focused on engaging users while capturing high-margin ROI.
- Developed new business models and product offerings to capture revenue from diversified sources while maintaining fixed costs and promoting positive outcomes for patients using our products.

#### SENIOR PRODUCT MANAGER (2014 - 2015)

- Hired as the company's third employee with the responsibility of assembling a distributed team to build and validate a go-to-market product and strategy.
- Designed and implemented agile development methodology while working cross-functionally with business, design, and engineering leaders to hit OKRs and manage scope/capacity.

### **North Labs**

#### CO-FOUNDER & CHIEF PRODUCT OFFICER (2015 - 2017)

- Co-founded a digital strategy agency focused on helping non-technical founders launch digital products by intelligently combining US-based product and engineering leadership with offshore software development.

### **Epic**

#### PRODUCT IMPLEMENTATION MANAGER (2011 - 2014)

- Managed full-cycle implementation of numerous \$10M+ installs of Epic's Willow Inpatient Pharmacy application.
- Provided physicians, pharmacists, and executives with strategy and implementation recommendations regarding industry best practices.

## GET IN TOUCH

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## ABOUT ME

I'm an entrepreneurial product leader who thrives in an innovative, collaborative environment while striving for excellence in all that I do.

My experience building teams and digital products in healthcare has offered many rewarding opportunities to innovate within highly ambiguous environments.

As a true player-coach, I enjoy the art of balancing empowerment leadership with rolling up my sleeves to generate value wherever I can.

In my current role at the Mayo Clinic, I serve as the digital product lead for strategic initiatives aimed at accelerating digital transformation at the intersection of new physical spaces and digital experiences.



## EDUCATION



**University of Wisconsin**

B.S. Neuroscience & Philosophy  
Class of 2011



## PERSONAL PROJECTS

### **The Stoic Fellowship**

CO-FOUNDER & PRESIDENT (2015 - Present)

- Co-founded a multinational 501(c)(3) nonprofit focused on helping to build, foster, and connect communities of people interested in studying and applying the principles of an ancient Greek philosophy called Stoicism. To date, we've built and connected over 100 chapter organizations spanning all seven continents with over 100K members worldwide.

### **Earn to Give**

FOUNDER (2017 - Present)

- Founded a 501(c)(3) nonprofit that catalyzes corporate charitable giving by making it fun, easy, and social.

### **Fight for Fair**

FOUNDER (2022 - Present)

- Founded a nonprofit aimed at helping patients navigate medication costs and insurance billing to get the care they need at a price that's fair.



## HOBBIES

