

Michael Medrano

SENIOR PRODUCT MANAGER & PRODUCT LEADER | MOBILE, DIGITAL & CRM PLATFORMS | AI-ENABLED DELIVERY

www.linkedin.com/in/mikemedrano | EmailMe@MikeMedrano.com | Portfolio: <http://mikemedrano.com> (682) 439-3953

Languages Spoken: English (Primary) | Tagalog (Filipino) | Spanish (Latin Am.)

Professional Summary & Career Highlights

Senior product manager and product leader with over a decade of delivering B2B and B2C mobile applications, digital platforms, CRM capabilities and integration products across healthcare, travel, fintech and insurance. Proven record leading 0-to-1 launches, scaling adoption, improving conversion and transforming complex business workflows across internal/customer-facing platforms

10+ YEARS
PRODUCT LEADERSHIP
EXPERIENCE

45%
FIRST YEAR USER
ADOPTION

+10 PTS
NPS
IMPROVEMENT

1M+
MOBILE CUSTOMERS
SERVED

Core Expertise & Platforms

Product Strategy & Roadmaps | Product Discovery | 0-to-1 Product Development | Mobile Product Management | Digital Transformation | CRM & Salesforce | Sales Enablement | Platform Integrations & APIs | Product Analytics | User Research | A/B Testing | Go-to-Market Strategy | AI-Assisted Product Delivery

Work History

CHG Healthcare - Senior Product Manager | Midvale, UT | Sep 2022 - July 2026

Sr. Product Manager - Sales Enablement

- Led Sales Enablement product capabilities across Salesforce, Sales Cloud and Bullhorn, translating recruiter and sales workflows into prioritized platform requirements and adoption plans.
- Simplified legacy automation logic by 65%, reducing conflicts, platform bloat and maintenance complexity.
- Used AI-assisted product development and rapid prototyping to double backlog-refinement throughput.
- Applied product analytics, user research and operational data to prioritize platform investments.

Sr. Product Manager - Mobile Apps

- Led discovery, development and launch of MyWeatherby and MyCompHealth, the first locum-tenens-focused mobile applications in the market.
- Drove adoption to 45% of the targeted provider population and improved NPS from 79 to 89.
- Integrated LocumSmart time entry, reducing time-entry delays by 25%.
- Earned CHG's 2023 Circle of Excellence award and 75 peer and leadership commendations.

Greyhound - Digital Product Manager | Dallas, TX | Sept 2019 - Sept 2022

- Owned the iOS and Android product roadmap for a mobile channel serving more than one million customers and contributing approximately 18% of company revenue.
- Increased search-to-purchase conversion by 33% and reduced cart abandonment by 9%.
- Delivered personalization, sales recapture, geolocation, push-notification and expanded-payment capabilities.
- Delivered FTC-mandated accessibility requirements across customer-facing mobile products.

Mr. Cooper - Principal Product Manager, Mobile and Digital | Lewisville, TX | Jan 2019 - Sept 2019

- Defined and executed the quarterly digital product roadmap for Mr. Cooper's consumer mobile apps
- Delivered a native mobile push notification and integrated marketing integrations (Conversant)
- Conducted usability studies to validate and ensure the efficacy of all product enhancements.

Early Career

CoreLogic - Technical Product Manager | Irving, TX | July 2015 - Nov 2018

- Deployed 3 integrated web applications (2 mobile adaptive) to market
- Led Discovery and Framing sessions to identify key problems and lean, viable product solutions

First Advantage - Integration Platform Lead | Dallas, TX | Jan 2006 - July 2015

- Managed resident screening and resident collection integration products
- Wrote and published client facing technical API documentation and end-user training documentation

Certifications / Education

- Certifications: Pragmatic Marketing Lvl 3 | Google AI Essentials | Education: Brookhaven Community College