

PATRICK HEALY

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PRINCIPAL PRODUCT MANAGER | 0-TO-1 PRODUCT LEADER | AI-ASSISTED BUILDER

Product leader with 10+ years taking products from 0 to 1 across SaaS, AI platforms, and consumer brands, including regulated and compliance-heavy markets. Shaped 11 zero-to-one products (10 AI-powered) as a founder and inside venture studios, leading discovery, validation, roadmap, and go-to-market across the portfolio. Can personally build production-grade AI applications using AI-assisted development tools, eliminating the gap between product vision and working software. Competencies:

EXPERTISE	APPROACH	METHODOLOGY
0-to-1 Product Definition & Creation	Human-Centered Design Thinking	AI-Assisted Digital Product Development
Product Strategy & Road mapping	Data-Driven Decision Making	Rapid Concept Ideation & Prototyping
Compliance-Heavy & Regulated Market Product Development	Collaborative Cross-Functional Leadership	UX Research & Iterative Product Testing
AI/LLM First Product Design	Bias Toward Shipping & Iteration	Lean Go-to-Market Planning & Execution
Strategic Storytelling & Cross-Functional Roadmap Alignment	Jobs-to-be-Done Driven Customer Discovery & Validation	MVP Scoping, Hypothesis Testing & Design Partner Acquisition

PROFESSIONAL EXPERIENCE

TAKEUP | Remote

Nov 2025 to Apr 2026

AI-powered demand generation for independent Hotels.

Head of Product

- Developed and launched an MVP to help independent hoteliers increase demand, and obtain two design partners by end of Q1.

- Delivered a fully functioning AI product and two design partners with signed contracts utilizing market research, concept development, validation, service design, product scoping, prototyping, hiring, go-to-market narrative, and design partner acquisition.
- Led rigorous product discovery. Researched the market, buyer, and competitive landscape. Developed 12 product concepts testing six with buyers and users through surveys and interviews. Synthesized findings into a new MVP concept and secured executive and investor buy-in through a 15-slide product pitch.
- Authored an MVP scoping document covering hypotheses, build / buy / human plan, sprint plan, risk register, in-scope / out-scope, weekly metrics, 30-day success signals, and design partner exit criteria.
- Designed an innovative concierge-augmented service model, an AI-driven product that surfaces opportunities, drafts marketing actions, and generates performance insights, paired with a human marketing specialist who executes. The product automated 25 marketing SOPs across email campaigns, review responses, SEO audits, paid ads, landing pages, and promotions.
- Identified 50 targets, ran cold outreach to 34 non-customers, and closed 2 design partners for alpha testing. Hired the marketing concierge, led playbook creation and product testing, and authored the customer-facing narrative and design partnership agreement.
- Personally built the MVP-grade application using AI-assisted development (Claude Cowork): full-stack platform, 14 external integrations, closed-loop learning engine, and AI-automated workflows across all 25 SOPs, with no engineering team required.

SERVICENOW | NOW X VENTURE STUDIO | Remote

Apr 2022 to Jul 2025

Streamlining Enterprise Workflows with AI Driven SaaS Products

Staff Product Strategist (promoted from Senior)

- Incubated eight enterprise SaaS ventures from concept to graduation into the core business, including five AI-driven products and one venture that graduated in three months becoming the fastest in NowX history.
- Led ideation, GTM validation, opportunity sizing, and business model testing for each venture. Created pitch narratives that accelerated internal funding cycles and built roadmaps aligned across engineering, design, and business stakeholders.
- Designed a storytelling framework adopted by 120+ researchers to improve cross-functional buy-in and data-driven decision making across the organization.
- Ran 25 to 100+ person customer workshops to align product concepts with buyer | user needs, surfacing pain points and defining success metrics for v1 launches. Led workshops at ServiceNow's Knowledge Conference.
- Built ventures across numerous market segments including supply chain, emergency management, retail operations, accounting, and process improvement

IRON MOUNTAIN | CORPORATE INNOVATION LABS | Remote
Identifying opportunities to turn cost centers into profit generators

Jul 2021 to Apr 2022

Product Lead New Ventures

- Incubated three ventures in nine months across healthcare, media & entertainment, and fine art, including a digital pathology platform positioned to become the world's largest biobank.
- Led user research and co-creation in compliance-heavy, regulated markets, navigating clinical, operational, legal, and administrative stakeholders to advance products from concept through validation and secure internal investment.

PREVIOUS ROLES

HEYLOW, Founder

Apr 2020 to Jul 2021

-Built a sustainability-forward Direct to Consumer (DTC) brand from concept to market in under eight months, managing sourcing, product design, branding, and GTM with a lean team.

TORTUGA BACKPACKS, Director of Product

Oct 2015 to Jun 2020

-Raised NPS to 72.9 through UX research and segmentation-led product strategy. Launched award-winning products featured in the New York Times. Managed end-to-end product roadmap from customer discovery through manufacturing.

MODERN INDUSTRY, Founder

May 2011 to Sep 2015

-Turned a \$5K investment into a \$500K+ annual run rate and two successful crowdfunding campaigns (\$130K+ raised).

TOOLS & METHODS

Methods: Product Strategy · Design Thinking · UX Research · Customer Discovery · Jobs-to-Be-Done · Stakeholder Management · Concierge & MVP Testing · A/B Testing · 0-to-PMF Product Development · Data-Driven Decision Making · Cross-Functional Leadership · Agile/Scrum · Pitch & Narrative Development

AI-Assisted Product Development: Claude Cowork · Next.js · TypeScript · React · Drizzle ORM · Postgres · Clerk · Tailwind CSS · Vercel

Research: UserInterviews · Qualtrics · UserTesting · Great Question · Dovetail

Product & Design: Notion, Miro, Asana, Trello, BT1, Bubble, Adobe Creative Suite

Collaboration: Google Workspace · Slack · Microsoft Office

EDUCATION

MFA, Industrial Design, Academy of Art University, San Francisco CA

BS, Industrial and Product Design, Virginia Tech, Blacksburg, VA