

PHILLIP MOREHEAD

Head of Product · Zero to One in Healthcare and Consumer · Product and Design Orgs
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EXECUTIVE SUMMARY

Product leader with 15+ years of shipping, most of it zero to one in healthcare and consumer. HCA Healthcare handed my team an idea for patient intake. I took it to live in 36 hospitals across the US and UK. Patients check themselves in on an iPad and staff help the ones who need it. Intake dropped from 15 minutes to 2. I got some early calls wrong, reversed them, and we cracked it on Epic and Meditech data over FHIR and HL7 under HIPAA, GDPR and NHS rules.

Then I built NTT Data's first product org. I hired and developed product managers, product owners, scrum masters and designers, and moved 45+ client accounts onto product, outcomes and design in 12 months. Today I'm also cofounder and CPO of NutrAssist, a consumer health app in beta. I build with engineers every day, and my degree is in Health Services Administration.

"A terrific product leader, constantly thinking about continuous improvement, for his products and himself. Excellent executive presence: calm, organized, and professional."

Gopal Kamat, former Manager, Launch by NTT Data

CORE COMPETENCIES

Zero to One Products · Consumer Health and Retention · Product and Design Leadership · Hiring and Developing PMs and Designers · EHR Integration (Epic, Meditech, FHIR, HL7) · Health Data, Consent and Privacy (HIPAA, GDPR, NHS) · Clinical Discovery · Success Metrics and Outcome Roadmaps · AI Products in Production · Pricing and Packaging

PROFESSIONAL EXPERIENCE

SPARQ · Principal Product Strategist & AI Ambassador

Remote · Sep 2025–Present

Product strategy and delivery consultancy. I lead AI offers, shape deals and build the tools our teams ship with.

- Shaped pricing, packaging and the SOW for a Phase 1 AI engagement with a Fortune 50 retailer. Signed October 2026 at \$806K.
- Built Pitch Trainer, an AI buyer simulator that grades executive pitches against the firm's rubric. Adopted by the COO and rolled out to the Solutions Consulting team.
- Built AI Went Wrong, six interactive scenarios that show how AI fails in the field and what each failure costs. Designed as a client discovery tool for the accuracy and safety conversation.
- Founded Sparq Flight School, the firm's Claude certification program. Took firm certifications from 36 to 100 in under four weeks.

NutrAssist · Co-Founder & Chief Product Officer

Remote · Apr 2024–Present

Consumer health startup. Scan a barcode, get a score for every member of the household, and know what's in the pantry.

- Own product, design direction and go to market for a consumer app on web, iOS and Android.
- **Reset the MVP to two jobs.** A fast, accurate scanner and a pantry the whole household shares. Moved meals, shopping lists and dashboards to coming soon.
- In beta with ~250 users at roughly 75% still active. Running structured beta feedback on fit signals, scan time and accuracy.
- Moving scans off a paid nutrition API to an owned product cache seeded from USDA FoodData Central and Open Food Facts. Own the data that matters most.

Launch by NTT Data

Columbus, OH · Dec 2020–Mar 2025

Director of Product, Sep 2021–Mar 2025 · Consulting Manager, Dec 2020–Sep 2021

Digital product consultancy. I led a 60+ person product org serving healthcare, consumer and fintech clients.

HCA Healthcare: patient intake, US and UK

- **Took HCA's patient intake app from an idea to live in 36 hospitals across the US and UK.** Patients check themselves in on an iPad and staff assist the ones who need help. Intake dropped from 15 minutes to 2 at sites seeing 200 to 2,500 patients a day. Reached 745K monthly active users.
- **Made the hard early calls.** Rebuilt the device spec when budget iPads couldn't read wristband barcodes. Owned rollout, MDM and field reliability across every site.
- **Reversed my own call when it was wrong.** I underestimated HCA's real intake flows and leaned on third party components to move fast. We cut them and integrated direct with Epic and Meditech over FHIR and HL7.
- Reworked consent and data handling for GDPR and NHS rules ahead of the UK launch. Security and compliance shaped the design from day one.
- Owned product strategy for HCA, the firm's largest account (~\$20M), as executive escalation point. Added ~\$1M in revenue by launching new product lines into the account.

Product org

- **Built NTT Data's first product org.** Moved 45+ client accounts from BAs and project managers to product, outcomes and design in 12 months. Launches got about 50% faster and escalations on top accounts dropped.

- **Hired and developed the team.** Led 60+ product managers, product owners and scrum masters with 15 direct reports. Hired designers and built design capacity into the org. Grew headcount 150%, and the model has since scaled to hundreds of PMs.
- Set the launch bar: success metrics agreed before every launch, tied to one now, next, later roadmap.
- Took AI to production for a global athletic footwear retailer across ~200 US stores. A hybrid ML and rules model more than doubled forecast accuracy, cut stockouts 37% and lifted sales 20% on popular drops.

Safewire · Director, Product & Operations

Columbus, OH · 2020

Fintech: wire fraud prevention for real estate payments, where trust was the product.

- Created the roadmap and go to market strategy for consumer fraud prevention. Rebuilt and scaled technical and production teams 300%.

Beam Dental · Senior Product Manager

Columbus, OH · 2019–2020

- Launched partner onboarding with employee benefits platforms, a new channel that added ~\$250K in annual revenue. Shipped a claims dashboard that cut processing from hours to seconds.

State of Ohio, Dept. of Developmental Disabilities · Business Process Analyst / Systems Lead

2017–2019

- Led identity and access management (OAuth, SAML) for HIPAA sensitive applications serving statewide care programs.

EARLIER EXPERIENCE

- Creative Arts Lifestyle, Senior Product Manager (2016–2017): Led an ecommerce replatform. Migrated 50K orders and 25K products, then grew the catalog by 50K in six months.
- Client Solution Innovation, Product Manager (2014–2016): Took B2B ecommerce products from concept to launch. Grew one client's revenue 417%.
- Better Together, Product Manager (2010–2014): Led consumer web and mobile products and a 12 person team. Scaled adoption from 4 to 77 campuses.

EDUCATION

B.S., Health Services Administration · Minor: Business Administration · Ohio University

B.S., Cybersecurity & Information Assurance · Coursework completed · Western Governors University

CERTIFICATIONS

- Anthropic: Claude Certified Architect (Professional, Foundations), Claude Certified Developer, Claude Certified Associate, Claude Code Partner badge.
- AWS Certified AI Business Strategist plus five hands on microcredentials. Google Cloud Certified Partner Specialist, Gemini Enterprise (Deployment, Agent Development).
- Scrum.org: PSPO I & II, PSM I & II, PPDV, PAL, PSM and PSPO AI Essentials. SAFe POPM.