

AARON MURDOCK

AI PRODUCT MANAGER | DIGITAL HEALTH

Austin, TX

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PROFILE

AI-native product manager who ships 0-to-1 in digital health, embedding AI into real clinical and consumer workflows. Rose from sales to CSM to PM to Director of Product in under three years, including a stretch as Interim Director of Engineering. Strong on HIPAA-compliant systems, EHR/RPM integrations, and turning ambiguity into shipped product.

EXPERIENCE

Everlywell | PRODUCT MANAGER

Feb 2026 – Aug 2026

- Owned strategy and roadmap for the e-commerce platform behind ~\$120M in annual revenue, the core engine for program design, fulfillment, and patient engagement.
- Built an AI-powered IVR system on ElevenLabs for our largest enterprise customer (80K patients), lifting patient engagement and diagnostic kit return rates.
- Built a Neustar data augmentation pipeline from scratch that expanded an enterprise partner's reachable patient population by 10%, worth roughly \$400K in recovered revenue.
- Built a dynamic scripting app for the CX team that cut average call handling time ~25% off a five-minute baseline.
- Ran product across two cross-functional engineering teams (6–8 engineers), aligning roadmap to revenue, patient outcomes, and operational efficiency.

Lovu | DIRECTOR OF PRODUCT

Dec 2024 – Feb 2026

- Owned vision, strategy, and roadmap for two products, a mobile RPM patient app and a care coordination platform, through the company's Series A.
- Built a CPT coding engine from scratch that auto-predicts billing codes for biller approval, cutting 40 hours of manual coding and doubling biller throughput.
- Rebuilt the mobile and web apps using AI-assisted development, saving roughly 30% of engineering time.
- Integrated four RPM devices (fetal heart rate, blood pressure, weight, Apple HealthKit) into a single view, driving a 20% increase in program compliance.
- Stepped in as Interim Director of Engineering during a leadership transition, holding priority clarity and team morale steady.
- Built a HIPAA-compliant Notification Center end-to-end and stood up NPS/CSAT tracking to steer the roadmap.

BrainCheck | PRODUCT MANAGER

Jun 2024 – Nov 2024

- Led six account integrations across three major EHR systems and one standalone product.
- Managed a 100+ ticket technical backlog, translating requirements for design and engineering and lifting team velocity.
- Turned user feedback into PRDs that informed five key feature developments.

BrainCheck | CUSTOMER SUCCESS MANAGER

Sep 2022 – Jun 2024

- Owned adoption and outcomes for 140+ customers (~\$1.02M ARR), driving a 76% engagement increase before moving into product.
- Built onboarding SOPs that cut onboarding time in half.

Earlier Associate Product Specialist, Tactile Medical (2021–2022) and Sales Engineer II, Keyence (2018–2021). Consultative technical sales to clinical and industrial buyers, consistently exceeding quota.

EDUCATION

BA, Political Science Minor, Public Administration · Texas State University · 2018

SKILLS

AI & Technical	AI product ops, AI-assisted development, AI agents (ElevenLabs), LLM-powered features, HL7/FHIR, EHR integrations
Product	Roadmapping, JTBD, sprint planning, PRDs, UAT, prioritization, stakeholder management, CSPO
Tools	Figma, MagicPatterns, Claude, Claude Code, Jira, Confluence, Notion, Loom, Trello