



Corey Abramowitz

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Summary:

As a product manager, I am the voice of the collective customer. My process involves tirelessly probing at the data and talking to customers until I discover the true problem and how it needs to be solved. At WebPT, I've increased NPS scores by solving problems that matter most to our customers. At BCBSAZ, I was able to knock out complex projects in a short amount of time because of my ability to collaborate with the product team to get stuff done. While starting up gardenfly, I failed fast while developing a lean methodology to product development. I strive when I am alongside passionate leadership, innovative, customer-centric companies that focus on delivering value. I am eager to roll up my sleeves, solve problems, and work with a world-class team.

Education:

Bachelor of Arts in Sociology, May 2007

Minor: Business, May 2007

Arizona State University – Tempe, AZ

Master of Business Administration, August 2009

University of Phoenix – Phoenix, AZ

Certified Scrum Product Owner®, 2015

Scrum Alliance – Global

Pragmatic Marketing Certified – Level IV, 2016

Pragmatic Marketing – Global

Experience:

Product Owner, WebPT

Phoenix, AZ | July 2015 – September 2017

Products: Electronic Medical Records (Core), Compliance, Billing, WebPT + Therabill [B2B, B2E]

- Bring to market an integrated EMR and Billing solution for rehab clinic owners to manage their revenue cycle
- Protect the core product by listening to customer feedback and improving our flagship EMR product
- Prioritize and solve problems of current customer base in a small enhancement that delivers large value

Product Specialist, Blue Cross Blue Shield of AZ
Phoenix, AZ | June 2014 – July 2015

Products: Change My Plan (Broker & Member), eSales, Member Portal, Broker Portal, Provider University, Provider Directory, Tag Manager [B2B, B2C]

- Determine requirements, design, develop and test five B2C and B2B products in preparation for Open Enrollment 2015.
- Work cross functionally with various business partners to develop technical, legal and content strategies.

Founder, gardenfly

Phoenix, AZ | October 2012 – June 2014

Products: gardenfly.com [B2C]

- Launch gardenfly.com, an online community for gardeners and local foodies to connect and exchange local produce.
- Grow user base through social media marketing, SEM, SEO, guerilla marketing and continuous pitching to groups of up to 600 people.

Associate Product Manager, Apollo Group

Phoenix, AZ | April 2011 – September 2012

Products: PhoenixConnect [B2C]

- Manage and grow PhoenixConnect, the world's largest academically focused social platform with over 700,000 users by the time I left in 2012.
- Track and increase engagement using Google Analytics, A/B testing, and other tactics.
- Document and strategically plan the implementation of a social product as part of a suite of SaaS (or EaaS) products sold to other educational institutions

Student Services Manager, University of Phoenix

Phoenix, AZ | September 2007 – March 2011

- Oversee between 7 to 12 Academic Advisors tasked with supporting students throughout their program.
- Coach advisors to draw out their best potential.

Global Management Intern, Sanki

Kawasaki, Kanagawa, Japan | May 2006 – August 2006

- Manage relations with global wholesalers to maintain supply chain efficiency.
- Support store manager in day-to-day operations.

Fun Side Projects:

- **Forkr** – Discover health inspection ratings (Web)
- **FootRace** – Asynchronous racing (Android & iOS)
- **Goose** – Play cupid and set-up your friends (iOS)
- **Herder** – Effortless communications with teams (Web)
- **VoyageLightly** – Travel with less (Web)