

KEVIN HIGGINS

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MEDICAL
DEVICES &
SOFTWARE

GLOBAL
PRODUCT
MANAGER

SUMMARY

Leads development of new products and features for a global healthcare technology company. Over the last 5 years, overhauled the entire product line, including additional licensable software features to drive recurring revenue.

Entrepreneurial-minded and passionate about user-centered products, engages with customers, engineers, channel partners, the sales team, the C suite, and Board members to define the roadmap.

Sought-after presenter and collaborator regularly evangelizes the strategic direction for internal and external stakeholders worldwide. Operates with big-picture growth in mind – actively pursues new ways to grow revenue.

PRODUCT	BUSINESS	COMMUNICATIONS	MARKETING
Strategic Roadmap & Vision	Industry Research	Public Presentations	Strategy & Go-To-Market
Product Design & Development	Competitive Analysis	Training & Webinars	Web Content Strategy, SEO
UX Research & Design	Revenue Projections	Stakeholder Management	Print & Graphic Design
Agile Product Owner	M&A Activities	Board Relations	Sales Training & Support

EXPERIENCE

03/2015 – Present

Austco Healthcare | Makers of nurse call and other clinical communications solutions. Publicly traded (ASX:AHC).

VP, Product Management

Leads all phases of Austco's product strategy, development, marketing, and sales support. Wields a broad skillset and deep, company-wide collaborations to deliver industry-leading applications, with features that differentiate Austco from its competitors.

- Overhauled the design of all existing software, and created and launched new software and hardware products with a consistent design language and advanced capabilities to refresh and modernize what is historically an old-fashioned, limited industry.
- Keeps Austco in front of industry trends by conducting research with global stakeholders. Travels internationally and is "the face of the company" for many customers.
- Designs new products and features with an eye to recurring revenue. Maintains a global, entrepreneurial outlook by considering the portfolio from the point of view of a customer, a distributor, and an investor, in addition to end users.
- Part of the M&A team assessing technology acquisitions for 3-year, 5-year, and long-

term impact to revenue and strategic fit.

- Creates prototypes for new products, including phone and watch apps, a patient engagement platform, and electronic medical record (EMR) software. High-fidelity proofs of concept enable substantive conversations with stakeholders, with no R&D monies spent.
- Leads ideation sessions to identify requirements for new products and opportunities to improve existing products. Such sessions often used as a reward for valued partners and customers, giving them direct input into the roadmap.
- Creates marketing materials for new products: print and web content, sales collateral, demo and instructional videos, go-to-market strategy and launch plans, PR communications, webinars.
- Hands-on designer and front end developer delivering code for web-based products using javascript frameworks Angular and React. Front end mobile development in React Native.

07/2008 – 03/2015

The Society of Petroleum Engineers | A professional society supporting petroleum engineers with events, publications, and continuing education.

Senior UX Designer and Developer

- Consolidated all web properties for consistent user experience, leveraging responsive templates across multiple platforms and technologies, including .Net, Java, PHP, and 3rd-party HTML/CSS/Javascript platforms and CMS.
- Created wireframes, personas, flow charts, audience maps, and use cases for new digital content to obtain feedback from stakeholders.
- Conducted user research – focus groups, usability testing, and experience workshops – with member volunteers and staff to ensure digital products focus on the tasks users need to complete.
- Launched a digital magazine with custom tablet and phone layouts, and with content geared towards a niche aspect of the petroleum industry.
- Received ASAE Gold Circle Award for work on coordinated print/web campaign to increase member retention.
- Member of Innovation Team, responsible for generating new, member-focused ideas.
- Created a member account management product that allows users to indicate their areas of interest and manage custom feeds and email communications from the Society.

11/2004 – 07/2008

Denton Publishing Company | A regional Texas newspaper and periodical publisher.

Page Flow Coordinator

- Created coordinated advertising campaigns for Denton-area businesses, with metrics to track their effectiveness.
- Page layouts and cover design for special edition magazines and newspapers.
- Created a rich-media PDF publication as an alternative to the cost of print.

PERSONAL

Avid reader, sometime musician, writer of fiction, and enthusiastic art collector. Seeks out interesting avenues to channel creativity. Always looking for new skills to add, even if outside the boundaries of previous experience.

Traveled widely, familiar with the cultural nuances and go-to-market strategies across geographic regions.

