

KEVIN HIGGINS

VP OF PRODUCT

 kevinhiggins.me

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Summary

Strategic and hands-on executive in healthcare technology, consistently uncovering opportunities and delivering revenue-generating products. Creative thinker who applies exceptional product insight and integration skills to build an industry-leading portfolio.

Entrepreneurial minded and passionate about user-centered products, a talented product designer who engages with all stakeholders to define a global roadmap and joins development efforts to bring products to market.

Sought-after presenter and collaborator, regularly evangelizes the product vision for internal and external audiences, worldwide.

Expertise

Product

Product Roadmap & Vision
Product Design
UX & Usability

Business

Strategic Planning
Industry Trends
Competitive Analysis
M&A Activities

Communications & Marketing

Board, Stakeholder, & Investor Presentations
Training & Webinars
Marketing & Go-To-Market Strategy

Experience

03/2015 – Present

Austco Healthcare

Global manufacturers of nurse call and other clinical communications solutions.

VP, Product Management | 07/19 – Present

Leads all phases of Austco's product strategy, marketing, and sales support. Wields a broad skillset and deep, company-wide collaborations to deliver industry-leading products. Member of senior leadership team responsible for global strategy.

- Unfilled contracted revenue grown from AUD 23.3M in 2022 to AUD 53.8M as of August 2025. Driven by interest in new products.
- Over 4 years, redesigned all software and hardware products with a consistent design language, adding new capabilities to modernize what is historically an old-fashioned industry.
- Drives efficiencies in product manufacturing with shared plastic moulds and PCBAs, a single embedded Android platform, and unified javascript front ends across all devices and interfaces.
- Designs new products and features for recurring revenue. Considers the portfolio from the point of view of a customer, channel sales partners, and investors, in addition to end users.
- Part of the M&A team assessing technology acquisitions for near- and long-term impact to revenue and strategic fit.
- Prototypes new products, including information boards for patients and clinicians, a patient engagement platform, and electronic medical record (EMR) software. With no R&D monies spent initially, three prototypes have been sold and converted to revenue-generating products.

AVP, User Experience and Training | 06/17 - 06/19

Promoted to a global role researching market needs, uncovering product opportunities, and providing marketing and training for internal and external stakeholders.

- Leads multinational ideation sessions to identify requirements for new products and opportunities to improve existing products. Sessions often used as a reward for valued partners and customers, giving them direct input to 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.
- Supervise the development and release of a real-time location feature requiring hardware design and manufacturing support, as well as multiple new software components for installers and clinical end users.

Human Factors Engineer | 03/15 – 06/17

- Hands-on product designer and front end developer delivering code for web-based products using javascript frameworks Angular and React. Front end mobile development in React Native.
- Responsible for Human Factors regulatory obligations for FDA medical device classification.
- Conducts ideation sessions with internal stakeholders to solve usability challenges.

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 templates.
- Conducted user research – focus groups, usability testing, and experience workshops – with member volunteers and staff.
- 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.

11/2004 – 07/2008

Denton Publishing Company

A regional Texas newspaper and periodical publisher.

- 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, occasional musician, writer of fiction and non-fiction, cook, and enthusiastic art and artefact collector. Curious about the world, and always looking for new creative outlets and skillsets.