

Phillip Morehead

Consumer Product Leader · AI-Native Builder · Regulated Health & Trust

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EXECUTIVE SUMMARY

Product leader with 16 years building consumer products, including 5+ years of Director-level leadership running a 60+ person product org through layers of management. I turn complex, sensitive data into simple experiences people trust and return to: a hospital application for HCA that reached **745K monthly users** across the US and UK under HIPAA and GDPR, and **NutrAssist**, an AI-native consumer health app I co-founded that turns a single food scan into a personalized health score for each household member. I build hands-on with Claude Code and agentic AI, and I hold the **complete Claude certification ladder** — Architect Professional, Architect Foundations, Developer, and Associate — plus the Claude Code Partner badge: proctored, third-party proof I can design, build, and govern production AI, not just direct it. B.S., Health 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

Consumer Product Strategy & Roadmap · Subscription, Lifecycle & Retention · Activation & Funnel Experimentation · AI-Native Product Building (Claude Code, LLMs, Agents) · Turning Complex Data into Trusted UX · Regulated Health & Privacy (HIPAA / GDPR) · AI Governance & Responsible Use · Player-Coach Leadership (60+ Org, Managing Managers) · Executive & Investor Communication · Analytics & Direct Data Analysis (SQL, Dashboards) · Outcome-Driven Roadmapping

PROFESSIONAL EXPERIENCE

SPARQ Principal Product Strategist & AI Ambassador

Remote · 2025–Present

Lead product strategy for consumer and growth-stage clients; own the firm's AI-native product practice.

- Lead product strategy, roadmaps, and go-to-market across a portfolio of consumer and growth-stage clients — owning vision, KPIs, and outcomes from discovery through launch.
- Designed and shipped **Spot**, an LLM product adopted by **all 350 employees**, and framed its value in unit economics (~12¢ per brief vs. the cost of an unprepared renewal) — an adoption-and-value result, not a pilot.
- Built a reusable library of AI skills, agents, and workflows on a shared context layer, now in daily use across every active engagement — hands-on with Claude Code and agentic tooling.
- Set AI governance and responsible-use standards adopted across product teams — the same discipline that keeps AI trustworthy over sensitive data.

NutrAssist Co-Founder & Head of Product

Remote · 2024–Present

AI-native consumer health subscription: a personalized health score per household member from a single food scan.

- Own product strategy, UX, and go-to-market for a consumer health app shipped end-to-end with agentic AI (Claude Code) as a player-coach, with no standing engineering team.
- Turn complex nutrition and health data into a single, trustworthy per-person score — the same “make the complex simple and trusted” problem a consumer genomics product must solve.
- Built the LLM- and vision-powered scan-to-score experience through rapid prototyping, putting working product in users’ hands in days.
- In beta with ~250 users at **~75% retention**, validating willingness-to-pay ahead of a subscription launch.

Launch by NTT Data Director of Product

Columbus, OH · 2020–2025

Promoted from Consulting Manager; led a 60+ person product org serving consumer, fintech, and SaaS clients.

- Shipped a consumer hospital application for HCA deployed across the US and UK to **745K monthly active users**; partnered closely with security and compliance on HIPAA and GDPR.
- Led a 60+ person org of product managers, owners, and scrum masters through layers of leadership; hired, coached, and leveled the team while growing headcount 150%.

- Owned product strategy for the firm's largest \$20MM account as executive escalation point; grew revenue ~\$1M by launching new product lines.
- Set the quality bar and now/next/later roadmaps across the org; drove go-to-market from concept to launch.

Beam Dental Senior Product Manager

Columbus, OH · 2019–2020

Consumer insurtech: connected smart-toothbrush and app tied to recurring dental-insurance pricing.

- Launched a two-sided partner-onboarding motion in a regulated insurance market, bringing new benefits platforms online and adding ~\$250K annual recurring revenue.
- Shipped an internal claims dashboard that cut claims processing from hours to seconds.

Safewire Director, Product & Operations

Columbus, OH · 2020

Fintech scale-up: consumer-facing wire-fraud prevention where trust was the product.

- Created the roadmap and go-to-market for consumer fraud-prevention software amid high ambiguity; rebuilt and scaled technical and production teams 300%.

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 programs; cut report generation from 45 minutes to 30 seconds.

EARLIER EXPERIENCE

Creative Arts Lifestyle · Senior Product Manager (2016–2017): Led a consumer e-commerce replatforming; migrated 50K orders, 25K products, and 3.5K customers; grew the catalog by 50K in 6 months.

Client Solution Innovation · Product Manager (2014–2016): Drove B2B e-commerce products from concept to launch; grew a client's revenue 417%.

Better Together · Product Manager (2010–2014): Led web and mobile products and a 12-person team; scaled adoption from 4 to 77 campuses.

EDUCATION

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

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

CERTIFICATIONS

Claude (Anthropic — proctored, identity-verified via Pearson): Claude Certified Architect – Professional (design & govern enterprise-scale AI) · **Architect – Foundations** (design & build agent systems) · **Developer – Foundations** (Claude API, tool use, agents) · **Associate – Foundations** · **Claude Code Partner** badge. Holds the full role-based certification ladder.

AI-Native Product: Scrum Master AI Essentials (2026); Product Owner AI Essentials (2026)

Product & Leadership: PSPO I & II · PSM I & II · PAL · SAFe POPM — 15 of 17 scrum.org professional certifications.

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