

ERIC SWANSON

I blend product management discipline with a strong creative background to shape scalable, user-loved solutions. With roots in UX, branding, and storytelling, I build products that don't just work—they resonate.

EXPERIENCE

Zotec Partners (2018-Current)

Senior Product Manager

Healthcare Analytics & Finance

Owned the product roadmap and led agile ceremonies for a team of 8 developers & testers building our healthcare analytics and finance platform, supporting physician groups through the “business” side of their operation (group sizes varying from independently owned to nationwide groups).

Crafted the UI and app flows for all new product features in the absence of a dedicated UI/UX designer.

Acted as the primary liaison between clients and internal stakeholders, translating customer pain points into actionable product features that improved client satisfaction and retention.

Analyzed key user behavior metrics & product stats to present to stakeholder leaders and inform decisions regarding product roadmap direction.

Partnered with clients to promote tools and drive adoption, achieving consistent 15-25% increase in usage of targeted features year over year that resulted in increased annual revenue.

Collaborated cross-functionally with Sales, Support, and Customer Success to develop scalable communication loops for feedback collection, account health scoring, and upsell targeting.

EDUCATION

Purdue University (Class of 2018)

BSE - Mechanical Engineering

SKILLS & TOOLS

Skills: Communication, Product Design, UI/UX Design, Data Analysis, Strategic Vision, Team Leadership, Customer Feedback Discussions, Relationship Management, Graphic Design, Professional Presentations

Tools: Microsoft Suite, Salesforce, Notion, Slack, Azure DevOps, Figma, GitHub

AWARDS & ACKNOWLEDGEMENTS

Mira Awards Nominee (presented by TechPoint)

Technical Design Success in Product