

Barrett Wilcox

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SUMMARY

Technology product management director with 15 years guiding enterprise content, **marketing technology**, digital asset management, and **regulated life sciences** platforms. Leads managers and cross functional product teams across AI enabled content creation, metadata classification, MLR review, asset lifecycle management, dissemination, and enterprise search. Owns strategy, roadmaps, funding, budgets, operations, OKRs, KPIs, vendor partnerships, and production outcomes across connected products. Delivered **generative AI** capabilities with human review, privacy, security, quality, governance, and regulatory controls built into operating models. Partners with Commercial, Marketing, Medical Affairs, Legal, Regulatory, Architecture, and IT leaders to turn complex needs into measurable product decisions. Brings deep experience with **Adobe Experience Manager Assets**, Workfront, Proofing, Workfront Fusion, Veeva PromoMats, Veeva MedComms, DAM, Agile delivery, and global content operations.

EXPERIENCE

Director, Content Technology Products

January 2022 - Present

Asterion Therapeutics

Philadelphia, PA

Directs a global regulated content portfolio spanning Adobe, Veeva, DAM, automation, search, AI products, investment planning, operations, and executive measurement.

- Aligned portfolio strategy and **investment planning** with **commercial** and medical priorities across global content operations.
- Launched generative AI for drafting, classification, review preparation, and discovery with human oversight and compliance controls.
- Unified creation, approval, storage, and **dissemination** through shared architecture, governance, and connected product workflows.
- Led **Technical Product Managers** across **Adobe Experience Manager Assets**, Workfront, Veeva, DAM, automation, and search.
- Negotiated Adobe, Veeva, and AI provider priorities while linking releases, budgets, and outcomes for executives.
- Reported OKRs and KPIs covering **content** velocity, metadata quality, MLR turnaround, search effectiveness, adoption, and productivity.

Senior Manager, Technical Product Management

March 2018 - December 2021

Meridian BioPharma

King of Prussia, PA

Managed product managers and a multi brand pharmaceutical portfolio, connecting commercial content operations, DAM, promotional review, campaign workflow, distribution, vendors, and compliance.

- Modernized commercial content **operations** through a **roadmap** connecting DAM, promotional review, campaigns, and distribution.
- Expanded **Adobe Experience Manager Assets** and Workfront with cycle time, metadata completeness, and adoption measures.
- Introduced controlled AI **tagging** and search experiments using reviewer feedback to guide responsible product decisions.
- Embedded **MLR compliance**, privacy, security, and access controls with **Medical Affairs**, Legal, Regulatory, and Architecture.
- Managed SaaS vendors, investments, releases, and service performance while advising senior stakeholders on delivery trade offs.
- Coordinated global and regional product needs across brands, creating clearer priorities and stronger operational alignment.

Product Manager, Digital Content Platforms

June 2015 - February 2018

HelixPoint Health Technologies

Wilmington, DE

Owned roadmaps and backlogs for regulated healthcare content platforms, guiding DAM migration, Adobe and Workfront implementation, governance, search, testing, and adoption.

- Led DAM migration with governed metadata, taxonomy, permissions, lifecycle states, and **enterprise search** requirements.
- Implemented Adobe Experience Manager and Workfront workflows connecting intake, proofing, **approval**, publishing, and archival.
- Converted user, engineering, compliance, and **architecture** needs into prioritized releases and acceptance criteria.
- Established dashboards for throughput, **search** behavior, asset reuse, and service quality to guide prioritization.
- Coordinated vendor releases, testing, communications, and adoption through Agile and continuous improvement practices.
- Improved stakeholder clarity by connecting platform decisions with **regulated** healthcare content **outcomes** and user needs.

Senior Business Analyst, Marketing Technology

August 2013 - May 2015

BrightPath Digital Solutions

Baltimore, MD

Translated healthcare marketing and content needs into delivery requirements, process models, DAM taxonomy, workflow designs, testing plans, and adoption reporting.

- Mapped **content** lifecycles with **marketing**, compliance, technology, and creative stakeholders to reduce manual handoffs.
- Created process models, user stories, acceptance criteria, and release documentation for software delivery teams.
- Supported **DAM** taxonomy and metadata design using inventories, search patterns, ownership, and reuse requirements.
- Coordinated user acceptance testing and validated corrections against approved requirements before release.
- Produced adoption and performance reporting that highlighted bottlenecks and informed future roadmap opportunities.
- Connected stakeholder requirements with practical **content management** solutions that supported stronger delivery decisions.

Business Systems Analyst

July 2011 - July 2013

Keystone Software Group

Harrisburg, PA

Analyzed enterprise web and document management initiatives, documenting workflows, requirements, roles, integrations, testing, training, and adoption for distributed teams.

- Analyzed business processes and requirements for enterprise web and document management projects.
- Documented workflows, data requirements, user roles, and integration dependencies for development teams.
- Supported backlog refinement and release planning while maintaining requirements traceability through testing.
- Prepared test scenarios and coordinated user acceptance sessions for **content** and workflow features.
- Developed training and implementation materials supporting distributed adoption of new content processes.
- Converted service issues and user feedback into enhancement recommendations that supported future product ownership.

PROJECTS

Generative AI Content Operations 📅 2024

Established production use cases for drafting, metadata classification, review preparation, and intelligent discovery, pairing human review with privacy, security, quality, and regulatory governance.

Regulated Content Workflow Modernization 📅 2020

Connected DAM, promotional review, campaign workflow, proofing, approval, publishing, and archival processes across commercial and medical content operations.

LEADERSHIP & AWARDS

- Life Sciences Product Leadership Forum Steering Committee Member, 2023 to Present
- Philadelphia Product Management Network Executive Mentor, 2021 to Present
- Certified Scrum Product Owner recognition for practical Agile product leadership, 2016

EDUCATION

Bachelor's Degree in Computer Information Systems

2011

Temple University GPA: 3.5

Philadelphia, PA

***Coursework:** Systems analysis, database management, software engineering, project management*

CERTIFICATIONS

- Certified Scrum Product Owner 📅 2016
- Adobe Experience Manager Assets Training 📅 2022

TECHNICAL SKILLS

- **Adobe Platforms:** Adobe Experience Manager Assets, Adobe Assets, Workfront
- **Workfront Tools:** Proofing, Workfront Fusion, workflow automation
- **Veeva Platforms:** Veeva PromoMats, Veeva MedComms, medical review
- **Artificial Intelligence:** Generative AI, AI assisted tagging, intelligent search
- **Content Management:** DAM, asset lifecycle management, content dissemination
- **Metadata Systems:** Metadata tagging, taxonomy design, classification
- **Product Management:** Roadmaps, backlogs, OKRs
- **Measurement Practices:** KPIs, adoption metrics, search analytics
- **Compliance Controls:** MLR compliance, privacy, security
- **Delivery Methods:** Agile, acceptance criteria, user acceptance testing
- **Partnership Management:** SaaS vendors, release planning, commercial terms

SKILLS

- Technical Product Management
- Content Management
- Marketing Technology
- Digital Asset Management
- Generative AI
- Human In The Loop Governance
- MLR Review
- Enterprise Search
- Portfolio Strategy
- Budget Management
- Vendor Management
- SaaS Partnerships
- Agile Practices
- Privacy And Security
- Regulatory Compliance

PROFESSIONAL AFFILIATIONS

- Life Sciences Product Leadership Forum, Steering Committee Member, 2023 to Present
- Philadelphia Product Management Network, Executive Mentor, 2021 to Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST