

# Kevin Mackey

## Product Manager

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### Summary

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Seeking a next-level position in Product Management where I can leverage my first-hand experience in meeting customer's needs with my own roadmap of platforms, integrations, and workflows around eCommerce and operations. I am very familiar with technical project management,

### Experience

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#### Founder at FxMed Support & NutrimentRx | San Rafael, CA

May 2017 - Present

*Fx Med Support is a SAAS business integrating workflow and communications tools for healthcare providers.*

*NutrimentRX is a turnkey supplement reseller platform.*

As owner CEO my biggest role is Product Manager where I oversee all product direction and development. I gathered customer requirements to set a roadmap and manage product development lifecycle milestones for features and releases. I also built a successful integrated SAAS eCommerce Platform delivering turnkey Supplement Stores for small and individual medical providers. Work also included marketing/sales to engage with prospects and customers on solutions architecture, integrations, and custom feature implementation.

- Analyzed data, research, and medical practice's to inform product strategies, vision, and roadmaps
- Wrote roadmap and releases plans for features and functionality with significant impact on customer growth and revenue
- Identify inefficient processes at practices through consulting and requirements gathering to inform new feature-functionality development
- Design technical and business workflows for API's to connect EMR systems (Electronic Medical Record) to 38 popular online services used by practices
- Expand product offerings by developing whitelabeled iOS and Android app service fully integrated into medical providers' EMR
- Set KPI metrics for technical performance, sales, and track progress against goals
- Manage cross-functional team of developers, office managers, medical professionals, and support staff for servicing client practices
- Grew an expert-level presence in related medical systems communities to offer lead-generating initiatives like "AMA's" and office hours to new prospect clients
- Concepted and successfully grew business plan for Fx Med Support and NutrimentRx to reach 30 consulting clients and 60 SAAS clients since 2017
- Successfully tracked a 25+% YOY growth in revenue, to achieve \$ 1.6 M revenue

#### Partner at WingMan WP | Nashville, TN

Jan 2019 - Present

*Bespoke WordPress consultancy specializing in hosting services and supporting custom applications.*

As Partner, my role involved both creating a compelling product direction for target customers, as well as executing go-to-market strategies with pricing, marketing, and communications. My involvement also included technical project management for customized solutions and features development.

- Lead product strategy for medical practice turnkey website and integrations solution
- Create and execute sales campaigns to market products to target customers, increasing sales by 250%
- Develop and manage end-to-end technical product solutions and ensure on-time delivery
- Set KPI's for technical performance, sales, and roadmap of deliverables, and tracked against goals

#### Chief of Operations at Functional Medicine SF | San Rafael, CA

Nov 2015 - Feb 2022

*Functional Medicine SF is a highly specialized medical practice with over 500 patients.*

As Chief of Operations, one of my milestone achievements was to implement all necessary workflows and technical systems required to successfully operate and grow the practice. I worked closely with our staff and patients to create a smooth and efficient distributed operation that enabled the practice to grow to over 500 patients.

>> My role in FMSF inspired the creation of a service to consult and implement technical services at medical practices

>> Pioneered the process to go from a lead online to a patient in a chair across from a doctor

- Optimized and automated standard operating procedures to reduce administrative workload
- Reduced the number of redundant tasks by 30% and freed up valuable resources (staff time)
- Created patient-friendly initial contact (new patient onboarding) process of setting up of electronic files and relevant documents
- Achieved an increase in new patient acquisition of 200%

#### **Paramedic/Paramedic Firefighter**

**April 2002- May 2016**

- Manage high stress situations
- Save lives

### **Key Skills and Abilities**

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- Professional Executive Presence, able to communicate with stakeholders and non-technical decision makers
- Good Critical Thinking and Problem Solving skills
- Web Applications Architecture principles, API's,
- WordPress (advanced users)
- HTML, CSS, JS, Laravel (various levels in progress)
- Microsoft Office (Excel), Google Suite (Google Sheets)
- API's and integrations
- Electronic Health Record systems (EHR), Electronic Medical Record systems (EMR)

