PHILLIP MOREHEAD

Product Leader · Healthcare Platforms & Partner Launches · AI Native Builder
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EXECUTIVE SUMMARY

Product leader with 16 years in product and a degree in Health Administration. As Director of Product at Launch by NTT Data I led a 60+ person product org with 15 direct reports, 10 of them product leaders. I shipped HCA's hospital intake app across 36 sites in the US and UK on Epic and Meditech data. It reached 745K monthly active users and cut patient intake from 15 minutes to 2.

I turn one off launches into a system. I moved about 45 client accounts to a product operating model in 12 months, and launches ran about 50 to 55% faster. I also build agentic AI products myself and turn them into revenue: at Sparq I drove the pricing and SOW behind an $806K Phase 1 AI engagement with a Fortune 50 retailer.

“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

Domain Strategy & Vision · Team Leadership & Growth (Leading Managers, 60+ Org) · AI Driven Operational Excellence (Agentic, Generative, Predictive) · Ruthless Prioritization & Unit Economics · Process Rigor & Delivery (Intake, OKRs, Audits) · Cross Functional Influence & Investment Narratives · Platform & Engineering Partnership (Epic, Meditech, FHIR, HL7) · Patient and Clinician Facing Products (HIPAA, GDPR)

PROFESSIONAL EXPERIENCE

SPARQ · Principal Product Strategist & AI Ambassador Remote · Sep 2025–Present

Product strategy and delivery consulting firm. The firm's AI native builder across pursuits, partner programs, and the tools the team runs on.

- Drove pricing strategy, SOW structure, and client artifacts for a Phase 1 AI engagement with a Fortune 50 retailer. Signed October 2026 at $806K.
- Drove the firm's Anthropic Delivery Readiness Designation submission for Claude Code and Cowork. Joined the firm's October roadshow with Anthropic's GTM team.
- Founded and run Sparq Flight School, the firm's Claude certification program. Took firm wide certifications from 36 to 100 in under four weeks at an 8% exam fail rate.
- Built Pitch Trainer, an AI buyer simulator that grades reps against a rubric. Adopted by the COO and rolled out to the Solutions Consulting team.
- Built the dashboard scan and working prototype behind a Looker to Power BI migration pursuit, scoring 1,100+ dashboards into a phased plan.
- Led the build of SPOT, the conversational layer of Sparq OS, the firm's internal AI platform on GCP and Snowflake with role based access.

NutrAssist · Co-Founder & Chief Product Officer Remote · Apr 2024–Present

Family nutrition and pantry app for web, iOS, and Android.

- Own product strategy, UX, and go to market. Reset the MVP to two jobs: a fast barcode scanner and a pantry inventory with per member scoring.
- Build the product myself with agentic AI. In beta with ~250 users at roughly 75% still active.

Launch by NTT Data · Director of Product Columbus, OH · Sep 2021–Mar 2025

Led a 60+ person product org serving consumer, fintech, and healthcare clients across B2C, D2C, and B2B2C.

- Shipped a hospital iPad intake app for HCA across 36 sites in the US and UK on Epic and Meditech data over FHIR and HL7. Reached 745K monthly active users and cut patient intake from 15 minutes to 2. Owned device rollout, MDM, and field reliability.
- Partnered with security and compliance on HIPAA in the US and GDPR and NHS requirements in the UK.
- Built the firm's first product org. Moved about 45 client accounts from business analysts and project managers to product, outcomes, and design in 12 months. Launches ran about 50 to 55% faster, with fewer escalations and better retention.
- Led 60+ product managers, owners, and scrum masters with 15 direct reports, 10 of them product leaders. Hired, coached, and leveled the team while growing headcount 150%.

- Took AI to production on a merchandising, allocation, and recommendation platform for a global athletic footwear brand across roughly 200 US stores. A hybrid ML and rules model more than doubled forecast accuracy. Stockouts fell 37% and sales rose 20% on popular drops.
- Set the success metrics for every launch before build, and the now, next, later roadmap standard across the org.

Launch by NTT Data · Consulting Manager Columbus, OH · Dec 2020–Sep 2021

- Owned product strategy for the firm's largest account ($20M) as executive escalation point. Grew revenue ~$1M by launching new product lines.

Safewire · Director, Product & Operations Columbus, OH · 2020

- Created the roadmap and go to market strategy for wire fraud prevention in real estate payments. Rebuilt and scaled technical and production teams 300%.

Beam Dental · Senior Product Manager Columbus, OH · 2019–2020

Consumer insurtech: a connected toothbrush and app tied to dental insurance pricing.

- Launched partner onboarding on both sides of a regulated insurance market, bringing new employee benefits platforms online and adding ~$250K annual revenue.
- Shipped a claims adjudication and workflow tool that cut claims processing from hours to seconds.

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 for statewide program staff.

EARLIER EXPERIENCE

Creative Arts Lifestyle, Senior Product Manager (2016–2017) · Client Solution Innovation, Product Manager (2014–2016) · Better Together, Product Manager (2010–2014)

SELECTED BUILDS

- FuzeRx proof page: a 3D launch floor, a launch readiness agent with a live eval log, and a 90 day plan for this role. fuzerx.philmorehead.com
- AI Went Wrong: six interactive scenarios on how AI fails and what it costs.

EDUCATION

B.S., Health Administration · Minor: Business Administration · Ohio University
B.S., Cybersecurity & Information Assurance · Coursework completed · Western Governors University

CERTIFICATIONS

- Anthropic: Claude Certified Architect, Professional · Claude Certified Architect, Foundations · Claude Certified Developer, Foundations · Claude Certified Associate, Foundations · Claude Partner Badge, Claude Code
- Google Cloud: Certified Partner Specialist, Gemini Enterprise Deployment · Certified Partner Specialist, Gemini Enterprise Agent Development
- AWS: Certified AI Business Strategist. Five hands on Demonstrated microcredentials: Agentic AI, Securing Agent Identities, Databases for Agentic AI, MLOps, Serverless
- Microsoft Applied Skills: Secure AI solutions in the cloud · Protect information in Microsoft 365 Copilot by using Microsoft Purview
- Scrum.org: PSPO I & II, PSM I & II, PPDV, PAL, PSM AI Essentials, PSPO AI Essentials · SAFe POPM · Membership: American Mensa