

Yaniel Lopez

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I am a highly skilled and experienced product manager with a proven track record of delivering innovative and customer-centric medical devices. I have over 10 years of experience in the medical device industry, with 5 years as a product manager at Canon Medical Systems USA, where I led the development and launch of several successful products in the diagnostic imaging and interventional radiology segments. I have a strong background in market research, product strategy, product development, product launch, and product lifecycle management. I have excellent communication, collaboration, and leadership skills, and I am passionate about creating value for patients, providers, and stakeholders.

EDUCATION

Bachelor of Science in Electrical Engineer

Florida International University • Miami • GPA: 3.5 • 08/2004 - 08/2008

WORK EXPERIENCE

Canon Medical Systems USA • Boca Raton • Full-time • 01/2020 - 05/2023

a leading provider of innovative diagnostic imaging solutions and services

Product Manager

- Developed and launched new products and features that met the needs and expectations of customers and stakeholders in the medical imaging market.
- Identified and resolved issues and risks affecting the product quality, delivery and profitability, by applying analytical and problem-solving skills, as well as leveraging data and feedback
- Established and maintained strong relationships with key opinion leaders, industry partners, and strategic accounts to gain insights and feedback on product performance and customer satisfaction
- Measured and reported on key product metrics such as revenue, profitability, market share, customer retention, and net promoter score
- Pursued new opportunities for product innovation, differentiation, and growth in alignment with the company's vision and strategy
- Collaborated with cross-functional teams such as engineering, sales, marketing, clinical, regulatory, and service to deliver high-quality products on time and within budget.
- Developed and executed go-to-market strategies, including positioning, messaging, pricing, and promotion, for new and existing products in the US and global markets
- Trained and supported sales teams and distributors on product features, benefits, and competitive advantages, leading to a 30% improvement in sales performance
- Managed the product portfolio for the diagnostic imaging and interventional radiology segments, covering CT, MRI, ultrasound, X-ray, and angiography systems.
- Launched 4 new products in the diagnostic imaging and interventional radiology segments, generating over \$50 million in revenue in the first year.
- Increased market share by 15% in the diagnostic imaging segment and 10% in the interventional radiology segment within 2 years.
- Improved customer satisfaction by 20% and reduced customer complaints by 30% by implementing product improvements based on customer feedback.
- Received the Canon Excellence Award for outstanding product management performance in 2020.

Virtual Imaging • Deerfield Beach • Full-time • 12/2015 - 12/2019

Provider of diagnostic imaging solutions and medical systems integration services

Product Engineer Supervisor

- Led a team of engineers in developing and maintaining medical imaging products that meet the needs and expectations of customers and stakeholders.
- Implemented innovative solutions that enhanced the performance, functionality, and usability of the products, as well as reduce costs and risks.
- Fostered a culture of collaboration, communication, and continuous improvement among team members and across the organization
- Provided effective feedback, coaching, and mentoring to team members, as well as identifying and developing their skills and potential
- Established and maintained strong relationships with internal and external partners, such as vendors, customers, clinicians, and researchers

CERTIFICATIONS

Certified Quality Engineer (CQE)

ASQ • 04/2013 - 12/2026

Certified Scrum Product Owner (CSPO)

Scrum Alliance • 01/2020 - 12/2025

SKILLS & INTERESTS

Technical expertise, Research, User experience, Critical thinking, Strategic Thinking, Prioritization, Communication, Business Savvy, Interpersonal, Marketing, Delegation, Product strategy, Product launch, Product development, User research, Market analysis, Product design