Jeff Yocom

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Professional Summary

Accomplished Product Executive with over 25 years of experience leading product strategy, development, and innovation

- Wrote specifications and deployed AI agents (LLMs, NLPs, and ML) to enhance user, application, and DevOps efficiencies.

- Launched and scaled native, web, and mobile platforms across financial, healthcare, and government industries.
- Expert in integrations of web applications with CRMs, ERPs, WMSs, HRIMs, EHRs, LMSs, payment systems, and more.
- Led cross-functional teams of engineers, product managers, and designers to deliver innovative solutions
- Spearheaded Agile transformations in multiple organizations, improving speed-to-market and team productivity.
- Trusted leader known for building high-performing teams and cultivating a culture of innovation and collaboration.
- Six-Sigma green belt certified professional

Spinal Resources - Manager, Data & Quality (May, 2020 – Dec - 2025)

- Implemented automated quality control measures and processes within all aspects of the business (from manufacturing through inventory and eventual deployment.

- Provided data analytics to executive and sales teams enabling more accurate and pointed sales and marketing initiatives.

- Implemented automation in inventory management, greatly increasing quality.

HealthFirst Acquisition LLC – Director of Product (Nov 2022 – Mar 2025)

- Managed a corporate strategic initiative for AI using LLMs to interpret OSHA / HIPAA regulatory changes in healthcare.
- Led Agile transformation from waterfall methodology, accelerating product delivery and team performance.
- Managed data migration from various disparate data stores to a central data library.
- Managed the creation of enterprise reports and analytics for executive consumption.
- Increased product utilization from 30% to 70% in one year through strategic feature development.
- Defined MVP standards and coached internal teams on Agile best practices.

Squadle, Inc. – Senior Product Manager (Oct 2020 – Oct 2022)

- Wrote specifications for using a home-grown AI-ML agent to determine brand and safety compliance within restaurants and supermarkets.

- Launched new mobile iOS and Android products contributing to successful Series A and B funding rounds.

- Managed the executive data analytics in providing enterprise reporting
- Established Agile Scrum processes, improving product delivery cadence and cross-functional collaboration.
- Drove roadmap creation based on competitive analysis, customer needs, and market trends.

Delacaseas Cafe – Server (December 2019 - March 2023)

- Primarily server for breakfast / brunch / lunch, dinner, and wine dinners

- Hosted off and on as needed.

- Assisted owner / chef with inventory and fulfillment of inventory
- Served at catering functions as needed

Press Ganey Associates, Inc. – Senior Director Application Development (Oct 2012 – Dec 2018)
- Wrote specifications for legacy natural language processing (NLP) to interpret patient sentiment for reporting to C-level in acute care and ambulatory organizations.
- Managed teams of product managers, software, quality assurance, production support, and DevOps engineers with zero voluntary attrition through three acquisitions.
- Developed, tracked, and reported on divisional OKRs.
- Developed enterprise reporting standards for providing insights to executives through reporting and dashboards (using Salesforce, Tableau, PowerBI, and Qlik)
- Launched iRound, (iOS, Android, and Web applications) for tracking and reporting Quality and Safety, Environment of Care and Patient Satisfaction in acute care and ambulatory healthcare facilities

Press Ganey Associates, Inc. – Senior Product Manager (Jan 2007 – Oct 2012)

- Established Product Steering Committee, Product User groups driving feature prioritization and user engagement
- Spearheaded the implementation of Agile Scrum methodology.

E-Brilliance, LLC / SEI Investments – Compliance Product Lead (Mar 2006 – Dec 2006)

- Ensured regulatory compliance for a new Global Wealth System across U.S., U.K., and EU markets.
- Led AML (Anti-Money Laundering) feature development, analysis, and implementation.

PFPC Global Fund Services – Section Manager, Operations and Production Support (Aug 1998 – Mar 2006)

- Managed teams of business analysts, technical account managers, operations and production support analysts through five acquisitions with zero voluntary attrition.
- Oversaw all fintech operations for industry-leading brokerage firms and clearing houses.
- Managed teams of technical account representatives, financial back-office operations, and support analysts.
- Vastly improved efficiencies through automation and innovation.
- Managed large broker and clearing house clients implementation and ongoing support onto various legacy financial systems.
- Cross-sold many on outsourcing back-office operations to a newly formed operations division.

The Vanguard Group – Web Project Manager, Online Services (Jan 1997 – Aug 1998)

- Technical project manager for Vanguard.com initial launch managing content and MVP for launch of the first public website for Vanguard's institutional clients
- Adopted functionality and content daily, implementing utilization tracking for constant interface and feature improvements.
- Offered new services (at the time, loans, hardship withdrawals, etc)

The Vanguard Group – Institutional Retirement Account Manager (Dec 1995 – Dec 1997)

- Managed large institutional clients' 401k plans, recommending investment options, providing oversight and quarterly report cards on performance, contributions, withdrawals, and loan activity.

- Assisted financial control with any discrepancies between wire transfers and fund purchases and withdrawals.

- Guided clients on pending regulatory changes in retirement regulations.

The Vanguard Group – Financial Analyst, Shareholder Control (Jul 1993 – Dec 1995)

- Reconciled daily ledgers for all mutual fund and brokerage transactions.
- Initiated large wire transfers to brokers / fund companies / institutional clients.
- Constant process monitoring and improvements.
- Provided data insights on ledger out of balance and trends.

Education

Bachelor of Science in Economics
Pennsylvania State University