

Ola Sobo

PRODUCT LEADER | HEALTHCARE, AUTOMATION & DATA PRODUCTS

Nashville, Tennessee | olasobo21@gmail.com | 339-545-6658 | olasobo.com

PROFESSIONAL SUMMARY

Senior product leader with 10+ years of progressive experience across healthcare technology, enterprise platforms, workflow automation, analytics and digital delivery. Combines product strategy, product ownership, business analysis and technical fluency to translate complex operational needs into scalable products that improve efficiency, adoption, reliability and decision-making.

PROFESSIONAL EXPERIENCE

HCA Healthcare

Data Product Manager, DNA/Helix

November 2023-Present | Nashville, Tennessee

- Lead product definition, prioritization and delivery for Helix/DNA healthcare workflow, automation, data and revenue-cycle capabilities.
- Translate complex authorization, denial, payer and clinical workflows into product strategy, business rules, state transitions, prioritization logic, user stories and measurable acceptance criteria.
- Shape intelligent work orchestration across queue eligibility, account prioritization, automated routing, exception handling and traceable workflow-state changes.
- Lead product requirements for closed-loop payer and external-review integrations, including handoffs, ownership transitions, status synchronization, outcome tracking and duplicate-work prevention.
- Strengthen denial and authorization governance through validation safeguards, role-based controls, payer-specific documentation, review-history consistency and auditability.
- Partner across engineering, UX, data, integrations, clinical, operations and revenue-cycle teams through discovery, solution design, UAT, rollout and post-launch optimization.
- Improve downstream reliability across EMR, Patient Accounting, documentation, fax and payer integrations through transmission tracking, data-quality requirements and failure-handling design.
- Define and monitor product measures spanning adoption, task efficiency, routing accuracy, workflow quality, automation performance, integration reliability and operational outcomes.

Nike

Product Manager

March 2020-November 2023 | Nashville, Tennessee

- Contributed to enterprise roadmap execution, product delivery, analytics, stakeholder alignment, UAT, process improvement and adoption.
- Supported release management, enablement, documentation, defect reduction and cross-functional readiness.
- Used product analytics and user feedback to guide enterprise product and operating improvements.

Polaris Limited

Senior Technical Business Analyst / Technical Product Owner

June 2015-August 2018

- Translated business and technical requirements into product strategy, roadmaps, data needs, user stories and delivery priorities.
- Used SQL, Python, analytics and business-intelligence reporting to identify user and operational trends.
- Improved decision support and operational efficiency through clearer workflow, data and platform requirements.

Polaris Limited

Business Analyst

June 2012-June 2015

- Translated business needs into analytical, reporting, data-quality and process requirements.
- Analyzed user and operational trends and developed business-intelligence reporting to improve decision-making.

SELECTED VERIFIED IMPACT

- **Estimated 5,000+ annual work hours saved**
Payer-response workflow automation
- **20% increase in product adoption**
Enterprise digital product delivery
- **30% reporting efficiency improvement**
Analytics and data-quality practices
- **95% on-time platform enhancements**
Enterprise roadmap and delivery
- **20% fewer post-implementation defects**
Release quality and validation
- **98% functionality compliance through UAT**
Healthcare workflow product

SELECTED HEALTHCARE PRODUCT SCOPE

- Intelligent workflow orchestration across queue eligibility, prioritization, routing, aging controls and traceable state changes.
- Closed-loop external-review and payer workflows spanning handoffs, ownership transitions, response mapping, duplicate-work prevention and outcomes.
- Denial and authorization governance through validation safeguards, role-based controls, payer documentation, review-history consistency and auditability.
- Integration reliability across EMR, EHR, Patient Accounting, documentation, fax and payer systems through tracking, failure handling and data-quality requirements.
- Workflow experience improvements including recommended actions, deep links, draft persistence, bulk actions and more efficient filtering.

CORE CAPABILITIES

Product Leadership: Product strategy, Roadmaps, Discovery, Prioritization, Customer and user research, Product analytics, Change management, Adoption

Healthcare and Automation: Healthcare technology, Revenue cycle, Authorization, Denials, Payer workflows, Workflow automation, Business rules, Decision support

Platforms and Data: Enterprise platforms, Data products, APIs, Integrations, EMR, EHR, Patient Accounting, Data quality, Data governance

Delivery and Technical: UAT, Release management, SQL, Python, Jira, Confluence, Figma, Analytics

EDUCATION AND CERTIFICATIONS

Master's in Business Analytics | Hult International Business School, San Francisco | March 2020

MBA | Hult International Business School, Boston | September 2019

Bachelor of Science in Economics | Olabisi Onabanjo University | June 2009

Professional certifications: Certified ScrumMaster (CSM) | Certified Scrum Product Owner (CSPO)

Target role families: Senior Product Manager, Lead Product Manager, Principal Product Manager, Healthcare Product Manager, Data Product Manager, Automation Product Manager, Product Owner, Product Strategy, Enterprise Platform Product Manager