

Ola Sobo

SENIOR PRODUCT LEADER | AI SYSTEMS, DATA PLATFORMS & HEALTHCARE AUTOMATION

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PROFESSIONAL SUMMARY

Senior product leader with 10+ years across data products, enterprise platforms, healthcare technology, workflow automation and analytics. Designs and governs AI-agent workflows, leads people and cross-functional teams, and translates complex operational and data problems into measurable products. Brings advanced SQL and analytics fluency, FHIR and HL7 interoperability experience, human-in-the-loop product judgment and end-to-end ownership from discovery through launch and optimization.

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.
- Lead product requirements across FHIR- and HL7-enabled healthcare workflows, including generalized authorization-to-EMR synchronization, data validation, traceability, exception handling and downstream reliability.
- 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 AI-NATIVE PRODUCT SYSTEM

MIN-MAX Living — Product Lead and System Designer | Private Beta

- Designed and governed a multi-agent product-delivery system spanning implementation, independent QA, security analysis, governance, research and release readiness; defined agent responsibilities, evidence requirements, escalation boundaries, handoffs and human approval gates.
- Implemented protected repository workflows, exact-commit validation, independent review, fail-closed controls and separate QA and private-production environments while retaining owner-controlled product, risk and release decisions.

SELECTED OUTCOMES

- **ESTIMATED OUTCOME** | **Estimated 5,000+ annual work hours saved**
Payer-response workflow automation
- **VERIFIED OUTCOME** | **20% increase in product adoption**
Enterprise digital product delivery
- **VERIFIED OUTCOME** | **30% reporting efficiency improvement**
Analytics and data-quality practices
- **VERIFIED OUTCOME** | **95% on-time platform enhancements**
Enterprise roadmap and delivery
- **VERIFIED OUTCOME** | **20% fewer post-implementation defects**
Release quality and validation
- **VERIFIED OUTCOME** | **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.
- FHIR- and HL7-enabled authorization-to-EMR workflows spanning synchronization, validation, traceability, exception handling and downstream reliability.
- Denial and authorization governance through validation safeguards, role-based controls, payer documentation, review-history consistency and auditability.

CORE CAPABILITIES

Product Leadership: Product strategy, Roadmaps, Discovery, Prioritization, Product metrics, People management, Adoption, Change management

AI and Automation: AI-agent workflow design, Multi-agent orchestration, Human-in-the-loop controls, Evaluation and release gates, Workflow automation, Rules-based decision support, Exception handling

Data and Platforms: Data products, Data platforms, SQL, Python, R, Data quality, Data governance, Metadata, Lineage, APIs, Integrations

Healthcare and Interoperability: Healthcare technology, Revenue cycle, Authorization, Denials, Payer workflows, FHIR, HL7, EMR/EHR integration

Technical tools and practices: Tableau, Power BI, Looker, Google Cloud exposure, AWS familiarity, JSON, Structured and semi-structured data, ETL and data validation, Jira, Confluence, Figma, UAT, Release management, Post-launch monitoring

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)