

SARAH HOSTYK

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WORK EXPERIENCE

Senior Product Manager, Loudio

1/2023 – 12/2023, Boston (Remote)

- Led product management and agile product development for all the people and operations related features of this employee management platform used in 40 US and UK hospitals automating workflows so that nurses and doctors don't burnout.
- Reworked the entire Time and Attendance workflow and user interface as well as added a new data visualization feature. Conducted a successful beta test for this new workflow and saw successful adoption and an initial 20% increase in MAUs.
- Created bulk action employee rounding features, resulting in a 15% increase in employee responses in the first 2 months.
- Conducted product discovery and many product interviews. Tracked and built Mixpanel metrics for all released features.
- Created and prioritized the product roadmap and strategy, product requirements, product specs, wireframes, epics, and ran bi-weekly sprints. Built successful partnerships with stakeholders in customer success, sales, marketing and implementation.
- Presented new features to hundreds of nurse and doctor users, built robust demos and product documentation.
- Managed a product owner, product designers, and engineers. Performed thorough quality assurance tests for each release.

Director of Digital Product, Lyfebulb

4/2021 – 1/2023, New York City (Remote)

- Directed product management of three digital health community platforms for chronic diseases: TransplantLyfe, RareCancerLyfe, and IBDLyfe, for organ transplant, rare cancer, and inflammatory bowel disease patients and caregivers.
- Tripled the TransplantLyfe total user base in 7 months and improved average user session duration to be 6.5 minutes.
- Launched the MVPs for RareCancerLyfe and IBDLyfe in three months respectively.
- Created and launched new product features on all platforms: forum search, product tour, clinical trials, AMAs, surgeon webinar library, blogs, educational series, onboarding landing pages, health tracker biometrics, find a friend matching, etc.
- Executed agile product development and created product requirements, product specs, user stories, UX/UI wireframes, developer tickets, epics and ran weekly sprints. Also led web and mobile software quality assurance on each platform.
- Created and prioritized the product roadmap, strategy and vision, while pitching and getting buy-in from many stakeholders.
- Setup Google Analytics metrics tracking, analyzed data and tracked KPIs on all platforms. Increased registered users, active user rate, conversion rate, user engagement rate, discussions, replies, visits, session duration, user sessions.
- Presented product improvements and metrics to leading pharmaceutical clients and healthcare clients. Estimated and priced new features and successfully pitched them to clients to achieve platform goals.
- Conducted product discovery, many product user interviews, and user testing with patients, caregivers and doctors.
- Managed software engineers, QA engineer, designers, project managers, and all agile software development execution.

Founder/CEO & Product Lead, WorkStrive

2/2019 – 12/2020, Washington, DC

WorkStrive is the first health/wellness marketplace (mobile + web) and subscription based platform, which allowed remote workers to book a dedicated furnished workspace at fitness locations (gyms & studios) along with a class or workout.

- Launched with 4 DC fitness locations in July 2019. Pitched and persuaded fitness businesses to enter into partnerships.
- Ran product management, conducted extensive product discovery, created product roadmap, strategy, UX/UI wireframes.
- Directed agile product development, launched the MVP in 2.5 months, managed developers, performed all QA.

Founder/CEO & Product Lead, Place Tempo

1/2016 – 12/2018, Washington, DC

Place Tempo is an iPhone + Android app that matched users in real-time with the best places to remote work or study.

- Launched at 5 DC area universities and throughout the DC area. Enrolled thousands of users; 3% of Georgetown University students downloaded the app in the first 2 days of launch. Ran all product management and product discovery.
- Directed agile product development of all 4 versions of the mobile app. Managed 3 software developers and 15 interns.

Software Quality Assurance Lead & Consultant, WeSpire

3/2014 – 1/2015, Boston

Software QA Analyst & Marketing Coordinator, Zappix

5/2012 – 1/2014, Boston

Tech Startup Consultant: WireOver, Dlyte.com, Jconnect.org, Startup Projects

8/2011 – 12/2015, Boston & DC

EDUCATION

Appalachian State University, Magna Cum Laude, Departmental Honors, Honors Thesis, **3.76 GPA** *2011, NC*

Bachelor of Science - Advertising, Entrepreneurship minor, + multiple **computer science** and **graphic arts** courses

Adobe Creative Suite, Microsoft Office, AWS, HTML/CSS/JS, Google Analytics, Jira, Pivotal Tracker, Mixpanel, Figma, Product Board, Miro