

Peter Vogel



+1-415-328-5410



peterevogel@gmail.com



linkedin.com/in/peterevogel/



Pinole, CA

Product and Program Management for Technology

SUMMARY

Strategic leader with an extensive background in clinical trials, software and hardware development, data management, and bioinformatics. Open to relocation.

KEY SKILLS

- Product Management • Program Management • Marketing • Automation • ML/AI • Agile/Scrum • IT
- New Product Introduction • Software Development • GMP • GCP • SQA • Process Improvement • Digital Security
- Lean/Six Sigma • Requirements Analysis • Regulatory Compliance

TECHNICAL SKILLS

Programming languages: HTML, Javascript, C#

Web Technologies: Rest API, J2EE, HTML5, CSS, XML

UX Modeling: Balsamiq, Figma

Data Management: MySQL, MSSQL, MS Access

CRM/LM: Salesforce, HubSpot, Monday

Business Intelligence: Power BI, Looker, Tableau

Cloud Platforms: AWS, MS Azure

Project Management: Confluence/JIRA, MS Project, Smartsheet, Airtable, ProductPlan

Work Experience

Director of Program Management

Sep '21 - Nov '22

Synthego

Redwood City, CA

- Led PMO responsible for a portfolio of cross-functional programs, governing product strategy and roadmap
- Owner of NPI and PDP for seven distinct programs, administration of stage gates, approvals process and leadership oversight
- Hired, trained, and mentored team of four program and product managers leading research, operational, and commercial functions
- Owned and tracked company-wide OKRs, responsible for traceability of program and operational milestones to company revenue targets and vision
- Established standards for product KPIs, revenue projections and RONA for new product definitions

Senior Program Manager

Jul '19 - Sep '21

Synthego

Redwood City, CA

- Led three cross-functional programs - encompassing software, hardware, data and commercial groups - to five successful releases, from Feasibility through Development, Early Access, and Production Release
- Successfully led rescue program launch of automated, 10,000 sq. ft. GMP compliant RNA production facility
- Managed and approved business cases, program budgets, product definitions, customer profiles, and project plans for all new products
- Responsible for creation and adherence to program budgets and revenue projections for new products and services
- Successfully implemented Lean practices to improve TAT by over 30% for project feasibility, onboarding, operational workflows, inventory, and shipping
- Coordinated with external auditors and managed cross-functional SMEs to complete SOX compliance and IPO readiness audit requirements
- Implemented and oversaw New Product Introduction for four distinct product lines, across six major product releases

Product Manager, Software

Jan '18 - Jul '19

Synthego

Redwood City, CA

- Responsible for suite of ML-driven bioinformatics tools used in the design and analysis of CRISPR knockout and knock-in edits, as well as commercial webstore and backend
- Led and approved creation of digital and physical marketing content and planning for bioinformatics suite
- Owner of technology roadmaps and feature prioritization for all company's externally facing software services
- Negotiated partnership and license agreements with three key accounts for private use of proprietary bioinformatics tools
- Implemented and owned Agile/Scrum within software teams

Lead Product Manager

Aug '10 - Jan '18

Bioclinica

Newark, CA

- Product owner and project manager for a combined PACS, analysis, and data management platform running over 200 clinical trials, including SaaS and enterprise software across global clinical sites, multiple operations centers and central imaging labs
- Product Manager for Oncology and Osteoarthritis analysis, including medical device monitoring and safety event reporting
- Implemented unified SSO security model governing blinded analysis as well as user, data, and functional access control
- Led development of structured classification machine learning algorithms for clinical imaging (detection of amyloid plaques, blastomas, and adverse events from MR/XR data.)
- Led a mixed team of product managers, project managers, and technical writers across multiple therapeutic areas
- Represented the company in over 100 regulatory compliance audits
- Authored and approved requirements, design specifications, and testing documentation subject to FDA, EMA, HIPAA, GDPR regulations and review
- Led user acceptance testing and training across internal and external groups at all levels of expertise

Lead Technical Writer

Aug '04 - Aug '10

Synarc

San Francisco, CA

- Authored, edited, and reviewed all systems requirements and validation documentation for regulated image/data management systems
- Created and released comprehensive suite of online help spanning multiple audiences and applications, from radiologists and clinicians to operations

Major Projects

Synthego ICE

Jan '18 - Jul '19

Owned and launched web-based reporting tool for Sanger-based CRISPR analysis, using a multi-layer regression ML model. ICE rapidly became an industry standard, analyzing 100,000 unique experiments in its first year. Responsible for the UX and reporting requirements of the tool, creating clear and easy-to-interpret visualizations that have earned consistent praise from SMEs. Created and implemented launch plan, authored or approved all marketing content. ICE results have been cited in dozens of academic papers and research publications within the field.

SMART

Feb '15 - Dec '17

Owner and lead project manager on a multi-year project that unified a family of disparate analysis applications, databases, and web interfaces into a unified n-tier architecture, supporting patient data and image management, high-resolution remote image analysis, and regulated (21 CFR Part 11) audit trail reporting. The SMART platform simultaneously managed over 200 large clinical trials, processing and rendering millions of images for radiologists and clinicians all over the world. The platform also incorporated ML-powered image analysis workflows, a web-based configuration interface, ECRFs, and support for custom analysis workflows without additional coding.

EDUCATION

M.A in Writing

University of San Francisco

San Francisco, CA

Focus Areas: Writing, Education

B.A. in International Politics

Pennsylvania State University

University Park, PA

Focus Areas: International Politics, History

VOLUNTEER EXPERIENCE

- Volunteer/Judge, Californians for Civic Education
- Sierra Club

ADDITIONAL INFORMATION

- **Languages:** English, some French, German
- **Interests:** Writing, Hiking, Tabletop RPG/Board Games, Video Production/Editing