

# Tammy Tibbles

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3634 Point Pleasant Road  
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## SUMMARY

Innovative and energetic product leader achieving exceptional results in fast-paced and dynamic organizations demanding continuous improvement. Customer-focused strategist and change agent successfully driving, designing, and delivering award-winning digital products, raising revenue, reducing costs, and delighting customers. Experienced in managing and mentoring high-performing, cross-functional, Agile, and Scrum teams while building partnerships with executives, customers, and stakeholders. Excellent communicator with strong organization, planning, and decision-making skills.

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## PROFESSIONAL EXPERIENCE

### Availity (Jan 2018 to present)

*Senior Product Owner*

- Designed, built, and launched Availity's first e-commerce, direct-to-consumer digital product. Exceeded revenue projections by 450% and achieved order process of > 90 seconds. Collaborated and coordinated product delivery and support across 10 teams – on-site and remote. Product is disrupting the healthcare data clearinghouse market.



- Led fast-paced delivery of 4 ground-up products in 18 months; stirred cross-functional teams including UX and technical talent using Agile Scrum for on-time, in-scope delivery. These products are built around the customer's needs, grow bottom-line revenue, and scale. Some automate manual processes and streamline complex workflows while others replace outdated technology and improve the user's experience.

- Created new marketing strategy – "The Availity Advantage" – to introduce new and existing customers on the advantage of using Availity for communicating across the healthcare ecosystem: increasing adoption rates, eliminating call center costs, and growing customer base.

- Built high-performing Agile Scrum team executing technical, functional, and operational innovations. Created strong business relationships throughout the organization.

### Teladoc (Sept 2013 to April 2017)

*Senior Product and Mobile Manager; Remote*

- Led UX and technical teams in an award-winning mobile application project which transformed the healthcare industry – leading 4 concurrent Agile teams and release plan. The app sky-rocketed sales, increased customer engagement by >400%, decreased abandonment, and was instrumental in IPO raising \$157M.



- Go-to-person tackling complex, business-critical challenges. End to end management of simultaneous enterprise projects providing strategic and tactical leadership in a matrix environment; including, risk analysis, issue mitigation, stakeholder collaboration, KPI reporting,

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for on-time and on-budget delivery.

- Initiated and managed enterprise project to re-imagine business processes and systems, putting customers and quality at the center, reducing cost 20%, growing revenue 17%, and raising customer satisfaction above 98%.
- Conceived, owned, and managed product strategy for best-in-class, digital and mobile products from ideation to launch, collaborating with executives, clients, stakeholders, vendors, and technical teams.
- Champion and coach of iterative SDLC (Agile, Scrum, Kanban); using quality measures, stakeholder and customer engagement, superior organization and communication skills, multi-tasking, prioritization, and motivational leadership and training to deliver sustainable solutions in a dynamic environment.

## **Consult A Doctor (April 2011 to Sept 2013)**

*Senior Products and Projects Manager; Miami Beach, FL*

- Led start-up to successful acquisition by creating healthcare industry-leading mobile application and developing new product strategy for ground-breaking inter-connected telemedicine platform allowing any doctor to connect to any patient – cornering emerging market sector.



- Designed and managed the healthcare industry's first, ground-up, native mobile application to connect patients and doctors with a single tap, increasing company sales by 30% in the first month.
- Delivered projects, on-time and on-budget with multi-sourced SDLC teams in 4 countries, in fast-paced start-up environment – making the most of every day and every dime.
- Transformed internal and external business intelligence reports to provide visual, actionable information for clients and executives.

## **Business Consultant (April 2003 to April 2011)**

*Self Employed; Miami Beach, FL*

- Led transformation initiatives to modernize technology, communications, social media, marketing, business processes, customer engagement, and more; servicing organizations wanting to grow, scale, and adapt.
- Provided leadership, strategy, and analysis. Developed business case and ROI, including communication to executive team. Set priorities and built roadmaps while coaching, training, and mentoring others in best-in-class project and product management.
- Developed reputation for excellence and integrity through customer-centered business model.

*Additional experience available on LinkedIn <https://www.linkedin.com/in/tammytibbles>*

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## EDUCATION

Suffolk University - Boston, MA; BA, Psychology (3.7 GPA) – 1997

- InterFuture Scholar – independent, graduate-level study in Zimbabwe, the Czech Republic, and the United States
- Psi Chi – International Honor Society in Psychology
- SAFARI Scholarship for international studies
- Archer Fellow
- Dean's list



Reinhardt University - Waleska, GA; AS, Education (4.0 GPA) – 1994

- Salutatorian
- Phi Theta Kappa – International Honor Society for Two Year Colleges
- Dean's list



## TECHNICAL EXPERIENCE

- MS Office
- iOS
- Android
- XML
- Atlassian Suite
- IVR
- Splunk
- CRM
- Data Reporting
- WordPress
- EPM
- Agile & Scrum
- Data Analysis
- Data Mining
- Rapid prototyping
- Journey mapping

## POST GRADUATE TRAINING AND CERTIFICATION

- Human-centered Design
- User Experience Design
- Six Sigma Black Belt
- Leading High Performance Teams
- Pragmatic Marketing VII
- Product Development
- Project Management
- HIPAA
- Consensus Organizing
- Agile and Scrum
- Financial Auditing
- HITECH Act

## RECOGNITION

- Golden Pencil 2016
- OMMA 2016
- Stock options
- Management and service awards