

PHILLIP MOREHEAD

Product Executive · AI Native Insurance Products, Portfolio Strategy and Operating Models
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EXECUTIVE SUMMARY

Product leader with 16 years of shipping and the last five spent running portfolios, not single roadmaps. At Launch by NTT Data I built the firm's first product org and moved 45+ client accounts from BAs and project managers to product, outcomes and design in 12 months. Launches got about 50% faster, escalations on top accounts dropped, and the operating model has since scaled to hundreds of product managers.

I've worked the insurance side of the house. At Beam Dental, an insurtech that tied connected device data to dental benefits pricing, I shipped the claims adjudication and workflow tool that cut processing from hours to seconds. Since then I've shipped products on regulated health data in the US and UK and taken AI to production at retail scale. I'm AI native, and I bring evals, data handling and a human in the loop to AI before it ships.

"A terrific product leader, constantly thinking about continuous improvement, for his products and himself. Excellent executive presence: calm, organized, and professional."

Gopal Kamat, former Manager, Launch by NTT Data

CORE COMPETENCIES

Product Vision and Portfolio Strategy · Product Operating Models and Governance · Portfolio Decision Frameworks · Claims Adjudication and Workflow · Behavior and Device Data Products · AI Native Products: Evals, Data Handling, Human in the Loop · Regulated Data: HIPAA, GDPR, FHIR · Direct to Consumer Digital Products · Executive and Client Alignment · Hiring and Coaching Product Leaders (60+ Org)

PROFESSIONAL EXPERIENCE

SPARQ · Principal Product Strategist & AI Ambassador

Remote · Sep 2025–Present

Product strategy and delivery consulting firm. I led the Product Strategy Practice, and now lead AI offers, price deals and build the tools our teams use to ship with AI.

- Drove pricing strategy, packaging, SOW structure and client artifacts for a Phase 1 AI engagement with a Fortune 50 retailer. Signed October 2026 at \$806K.
- Built AI Went Wrong, six interactive scenarios that show how AI systems fail in the field and what each failure costs. Designed as a client discovery tool for the accuracy and safety conversation.
- Founded and run Sparq Flight School, the firm's Claude certification program. Took firm wide certifications from 36 to 100 in under four weeks at an 8% exam fail rate.
- Built Pitch Trainer, an AI buyer simulator that grades executive pitches against the firm's rubric. Adopted by the COO and rolled out to the Solutions Consulting team.
- Ran partner work with model makers and hyperscalers: drove the firm's Anthropic Delivery Readiness Designation submission and completed all six Google Gemini Enterprise partner specialist badges.

NutrAssist · Co-Founder & Chief Product Officer

Remote · Apr 2024–Present

Direct to consumer family nutrition app. Scan a barcode, get a score for every member of the household, and know what's in the pantry.

- Own the product number: positioning, pricing and go to market for a consumer app on web, iOS and Android. Reset the MVP to two jobs and said no to the rest.
- Cutting unit cost by moving scans off a paid nutrition API to an owned product cache seeded from USDA and Open Food Facts.
- In beta with ~250 users at roughly 75% still active. Validating willingness to pay ahead of public launch.

Launch by NTT Data · Director of Product

Columbus, OH · Sep 2021–Mar 2025

Led a 60+ person product org serving healthcare, consumer and fintech clients across B2C, D2C and B2B2C.

- **Built NTT Data's first product org.** Defined what product meant inside existing engineering and delivery teams, then rolled it into the firm's service model instead of building a parallel one. Moved 45+ client accounts from BAs and project managers to product, outcomes and design in 12 months.
- **Designed the operating model the firm still runs.** It started with the 60 PMs I inherited and has since scaled to hundreds.
- Cut time to launch by about 50% and reduced escalations on top accounts. The outcome model also improved team retention and drove the account extension revenue below.
- Led 60+ product managers, owners and scrum masters through layers of leadership, with 15 direct reports, 10 of them product leaders. Hired, coached and leveled the team while growing headcount 150%.
- Set the portfolio bar for the org: success metrics agreed before every launch, and one now, next, later roadmap standard tied to client revenue.
- **Shipped HCA Healthcare's patient intake app across 36 hospitals in the US and UK.** Integrated Epic and Meditech data over FHIR and HL7, reached 745K monthly active users and cut intake from 15 minutes to 2. Owned device rollout, MDM and field reliability. Partnered with security and compliance on HIPAA, GDPR and NHS requirements.

- **Took AI to production for a global athletic footwear brand.** Led product for a merchandising, allocation and recommendation platform across roughly 200 US stores. A hybrid ML and rules model more than doubled forecast accuracy, cut stockouts 37% and lifted sales 20% on popular drops.

Launch by NTT Data · Consulting Manager

Columbus, OH · Dec 2020–Sep 2021

- Owned product strategy for the firm's largest account (\$20M) as executive escalation point. Grew revenue ~\$1M by launching new product lines into the account.

Safewire · Director, Product & Operations

Columbus, OH · 2020

Fintech scale up: wire fraud prevention for real estate payments, where trust and security were the product.

- Created the roadmap and go to market strategy for consumer fraud prevention. Aligned resourcing across product and sales.
- Rebuilt and scaled technical and production teams 300%.

Beam Dental · Senior Product Manager

Columbus, OH · 2019–2020

Insurtech dental benefits startup sold to employers: a connected toothbrush and app tied to insurance pricing. Brush more, pay less.

- **Shipped a claims adjudication and workflow tool** that put the right claim data in front of processors at decision time, cutting claims processing from hours to seconds.
- Launched partner onboarding with employee benefits platforms on both sides of a regulated insurance market, opening a new channel that added ~\$250K annual revenue.

State of Ohio, Dept. of Developmental Disabilities · Business Process Analyst / Systems Lead

2017–2019

Ohio state agency for developmental disability services and statewide care programs.

- Led identity and access management (OAuth, SAML) for HIPAA sensitive applications serving statewide care programs.

EARLIER EXPERIENCE

- Creative Arts Lifestyle, Senior Product Manager (2016–2017): Led an e-commerce replatforming. Migrated 50K orders and 25K products, then grew the catalog by 50K in six months.
- Client Solution Innovation, Product Manager (2014–2016): Took B2B e-commerce products from concept to launch. Grew one client's revenue 417%.
- Better Together, Product Manager (2010–2014): Led consumer web and mobile products and a 12 person team. Scaled adoption from 4 to 77 campuses.

EDUCATION

B.S., Health Administration · Minor: Business Administration · Ohio University

B.S., Cybersecurity & Information Assurance · Coursework completed · Western Governors University

CERTIFICATIONS

- Anthropic: Claude Certified Architect (Professional, Foundations), Claude Certified Developer (Foundations), Claude Certified Associate (Foundations), Claude Code Partner badge.
- AWS: Certified AI Business Strategist. Hands on microcredentials in Agentic AI, MLOps, Serverless, Securing Agent Identities and Databases for Agentic AI.
- Google Cloud: all six Gemini Enterprise skill badges across the Deployment and Agent Development partner specialist tracks.
- Scrum.org: PSPO I & II, PSM I & II, PPDV, PAL, PSM and PSPO AI Essentials, SAFe POPM. 15 of 17 Scrum.org professional certifications.