

ROSEMARY SHERROD

AI PRODUCT MANAGER

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LEADERSHIP PROFILE

Digital health product leader spanning B2C community platforms and zero-to-one B2B AI products. Owns product vision, roadmaps, discovery, analytics, QA, and cross-functional delivery from ambiguous opportunity through measurable iteration. Originated an enterprise AI insight product that reached a customer demo in approximately 80 days and helped lead a health community platform through approximately 19x member growth and 6.7x MAU growth.

CORE EXPERTISE

AI Product Strategy · Digital Health · Zero-to-One Products · Product Analytics · Growth, Activation & Retention · Responsible AI · B2B & B2C Platforms · Build-vs-Buy · Executive & Vendor Leadership

PROFESSIONAL EXPERIENCE

ACCLINATE / NOWINCLUDED | Huntsville, AL | Jan 2022 – Present

NOWINCLUDED & ACE

Jul 2025 – Present

ACE | Zero-to-one AI-enabled B2B health insight product

- Originated ACE's concept, name, product definition, and monetization thesis; defined three enterprise buyer segments, jobs to be done, MVP roadmap, and responsible-AI interpretation guardrails.
- Advanced the product from written concept to a working enterprise demo in approximately 80 days by mobilizing design, engineering, marketing, sales, and executive stakeholders around a demo-led validation strategy.
- Positioned ACE in an enterprise biopharma SOW with licensing language and influenced an approximately \$200K proposed scope expansion, creating a path from services delivery toward licensable software.

NOWINCLUDED | B2C digital health community platform — web and mobile

- Own product vision, roadmap, discovery, delivery, measurement, and release readiness across web and mobile, coordinating engineering, UX, data, marketing, community operations, and an external development partner.
- Established a verified-member funnel converting 73.9% of post-launch signups and sustaining 75–85% monthly verification; later authentication reliability work delivered a directional 6.7-point conversion lift.
- Prioritized profile-flow improvements that increased new-member name completeness from approximately 55% to nearly 100%, strengthening CRM matching, lifecycle communication, and partner reporting.
- Helped lead the platform through approximately 19x eligible-member growth while MAU increased from 58 to 389 (6.7x) and month-one retention recovered from 3.1% to 11.6–14.5% through cross-functional product and growth work.
- Defined and instrumented the Health Story North Star metric; identified an approximately 8x association between story engagement and trailing-90-day activity, focusing the roadmap on discovery, sharing, matching, and health-action pathways.
- Built the signup-to-action funnel, revealing 19.4% activation, a median five-minute time to first meaningful action among activated members, and a 43-point verification-to-action gap that redirected strategy from acquisition alone toward repeatable value.
- Led the Health Actions build-vs-buy pivot and mobile-to-web transition planning, scoping SSO/OAuth, instrumentation, rewards, platform responsiveness, and a 90-day white-label pilot for 2,000 community members.

Product Engagement Specialist

Dec 2024 – May 2025

- Led mixed-method discovery through surveys, digital analytics, interviews, and usability testing, translating community needs into product requirements and roadmap recommendations for the NOWINCLUDED app launch.
- Shaped the ambassador experience and engagement strategy, partnering with engineering, data, marketing, community, and support teams to turn research findings into testable product improvements.

Digital Community Engagement Specialist

Jan 2022 – Dec 2024

- Delivered digital community engagement programs representing more than \$1.5M in completed pharmaceutical projects, supporting health education and more inclusive clinical-research participation.
- Converted qualitative community feedback and engagement analytics into stakeholder reports, content strategy, and real-time program optimizations across email, community, and partner channels.
- Built trusted relationships with health organizations, community ambassadors, and internal client teams across multiple therapeutic areas.

LG ELECTRONICS | Huntsville, AL | Sep 2018 – Jan 2022

Web Content Developer / Content Manager

- Managed product-content operations and technical workflows across internal teams and external vendors, using Agile methods to coordinate delivery, surface risks, and report progress to stakeholders.
- Applied accessibility and usability standards to consumer web content while improving consistency across high-volume digital publishing workflows.

ROSE INK CREATIVE SOLUTIONS | Huntsville, AL | Jan 2016 – Jan 2022

Founder & Creative Director

- Led brand strategy and end-to-end creative delivery for 100+ small businesses, managing discovery, client relationships, vendors, scope, and multichannel digital and print execution.

EDUCATION & CERTIFICATIONS

Nielsen Norman Group | UX Certification, Oct 2024

Pragmatic Institute | Product Management Certification / PMC Level I, Feb 2025

UXCam Academy | Mobile App Product Management Certification, Feb 2025

Pragmatic Institute | AI In Your Product — July 2025 · Digital badge earned
Training in evaluating AI opportunities and responsibly integrating AI into products.

Technomanagers | AI Product Management — Coursework
Coursework focused on AI product strategy, development, and evaluation.

Athens State University | Management of Technology / Information Technology studies

Calhoun Community College | Computer Science studies, 2009–2012

PRODUCT & TECHNICAL TOOLKIT

Product Product strategy, roadmaps, PRDs, discovery, prioritization, lifecycle funnels, experimentation, QA, release management, vendor management, build-vs-buy, platform transitions

AI & Data AI product strategy, responsible AI, natural-language insight experiences, analytics instrumentation, KPI design, cohort analysis, data governance, executive reporting

Platforms Productboard, ClickUp, HubSpot, Metabase, BigQuery, GA4, PostHog, Hotjar, UserTesting, Figma, WordPress

AI Tools Claude, Gemini, NotebookLM

COMMUNITY LEADERSHIP

Founder & President, Just Smile Family Foundation | 2026 – Present

Founded a nonprofit supporting families caring for children with cancer and other life-threatening illnesses.