

# ALEXANDER REZNIK

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## SUMMARY

Results-driven product leader with 15+ years of experience driving complex healthcare and data platform initiatives. Proven success leading large-scale product and software engineering programs across cross-functional, remote teams. Expert in aligning product vision with execution, optimizing delivery frameworks (Agile/Scrum), and scaling data-intensive platforms with measurable impact on performance, revenue, and user engagement.

## CORE COMPETENCIES

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|------------------------------|-------------------------|----------------------------|
| ● Product Ownership          | ● Agile (JIRA)          | ● HIPAA Compliance         |
| ● Roadmap & Feature Planning | ● Prototyping (Figma)   | ● B2B & Consumer Health    |
| ● Delivery Management        | ● API Design            | ● Data-Driven Optimization |
|                              | ● Cloud Platforms (AWS) | ● Remote Team Leadership   |

## KEY ACCOMPLISHMENTS

- **FAN/AAN Program Revamp** – Led rebuild of legacy B2B platforms into real-time web tools. Streamlined operational workflows and reduced labor costs by 80% while boosting first-season revenue by 130%.
- **VaccineTrack.com** – Led a cross-functional team to launch VaccineTrack.com, exceeding client expectations and meeting tight deadlines, demonstrating strong client management and communication skills.
- **Allergy Plus Mobile App Development** – Drove feature planning and prototype testing in Figma. Used user analytics and App Store feedback to prioritize features post-launch. Grew app revenue 5x in year one.
- **API Marketplace** – Assisted in launching a secure, HIPAA-compliant API platform on AWS. Defined technical standards and governance for cross-functional teams. Enabled scalable, API-first access to proprietary health data.
- **Pollen.com Website Revamp** – Redesigned high-traffic health portal, increasing SEO visibility and UX retention. Migrated to AWS-based infrastructure and drove growth to 7M+ annual users.

## PROFESSIONAL EXPERIENCE

**IQVIA INC., Remote** 11/2011 – Present

### **Associate Director | Consumer Health Web & App Development**

- Redesigned and delivered a modernized flu and allergy B2B reporting platform, reducing manual operations by 80%, accelerating onboarding by 50%, and driving 30% revenue growth post-launch.
- Directed end-to-end delivery of a vaccination data platform for GSK, launching MVP in under 4 weeks with rich visualizations and analytics, resulting in positive stakeholder feedback and broad engagement.
- Led cross-functional delivery of a redesigned consumer health app, scaling to 200K users and 4.8 App Store rating in the first season, while increasing revenue 5x through a new subscription model.
- Led delivery of a centralized API marketplace consolidating 60+ data assets, standardizing metadata, enabling monetization, and streamlining developer onboarding and documentation processes.

### **Senior Product & Software Development Manager**

- Owned product delivery for Allergy Plus app and Pollen.com ecosystem.
- Migrated backend systems to AWS cloud architecture.
- Prioritized high-impact features by analyzing user funnels and retention metrics.
- Coordinated multiple releases across iOS, Android, and web.

**IMS HEALTH, Remote** 5/2007 – 11/2011

### **Senior Web Full-Stack Developer**

- Spearheaded web development for healthcare consumer sites, including Azma.com and Pollen.com, to boost accessibility and engagement.
- Developed custom web solutions using ASP.NET, SQL, and JavaScript to expand client offerings.

**SDI HEALTH**, Plymouth Meeting, PA

1/2006 – 5/2007

***Software Developer***

- Developed custom reports utilizing Visual Basic, MS Excel, and MS Access.
- Automated projects through creation and reuse of standard modules.
- Collaborated with sales force to deliver quality products on schedule.

***Data Developer***

- Executed comprehensive data transformation and manipulation using MS SQL, Oracle, and SAS.
- Automated projects through effective use of stored procedures.
- Analyzed databases to detect outliers, logic errors, and missing elements.
- Collaborated with sales force to deliver quality products within established timelines.

**HEALTH MARKET SCIENCE**, Conshohocken, PA

6/2004 – 12/2005

***Software Engineer***

- Utilized Perl, SQL (Oracle and Sybase), MS Access, and HMS software to clean data products for clients.
- Executed data transformation and manipulation to create deliverables that meet customer specifications.
- Analyzed databases to detect outliers, logic errors, and missing data elements.
- Collaborated with sales force to ensure timely delivery of quality products.
- Maintained project schedules while defining scope and estimating effort for multiple projects.
- Developed code enhancements using Java and Perl to improve existing tools.

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**RELEVANT EXPERIENCE**

SIAM – System Administrator. Automated Windows rollouts and desktop support

Digital Video Arts – System Administrator. Built reporting tools and maintained IT infrastructure

Drexel University – Software Developer. Web and server app development using Java and Perl

Level 3 Communications – Software Engineer Co-op. GUI development for VoIP emulation tools

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**TECHNICAL SKILLS**

C#, Angular, ASP.NET, JAVA, Python, AJAX, JavaScript, jQuery, XML, HTML, CSS, Node.js, Microsoft Project, Jira, Confluence, Visio, Microsoft SQL Server, Oracle, MySQL, MS Access, Tableau, Power BI, AWS, Figma

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**EDUCATION / PROFESSIONAL DEVELOPMENT**

**DREXEL UNIVERSITY**, Philadelphia, PA

***Bachelor of Science, Computer Science***

Completed Figma course at SkillBox

Completed Python course at SkillBox

Completed Introduction to AI with Python at HarvardX

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**RECOMMENDATIONS SNAPSHOTS**

"Alex brought strong product vision backed by deep technical expertise." – Chip Schaible, Director at IQVIA

"An exemplary team player and a proactive problem solver." – Indra Kumar, Associate Director at IQVIA

"Continuously iterated to improve outcomes—significant value-add to any team."

– Jordan Morris, Director of Digital Products