

# Sam Stromberg

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Product Manager with a track record of delivering systems on-time amid uncertainty, helping teams work together better and improve relationships with stakeholders, and developing recommendations for product strategy and roadmapping. My background in program implementation, consulting, and research has taught me the value of human-centered methods to identify and prioritize solutions that are technically feasible and drive value. I'm comfortable interrogating foundational assumptions, managing conflicting priorities, and communicating both upward and outward to customers.

## PROFESSIONAL EXPERIENCE

**Product Management Fellow, US Digital Corps • General Services Administration** 07/2023 - 04/2025

- Supporting CDC's Center for Forecasting and Outbreak Analytics (CFA), developing tooling and systems for both internal data-scientist and external funded-partner customers
- Responsible for building, prioritizing, and maintaining the product roadmap for a custom application hosted in a shared Salesforce-based platform to improve communication across and operation of the Insight Net grant program (\$50m/yr in funding); representing the program in cross-agency meetings with other platform tenants; socializing the product, developing documentation, and training internal and external users to facilitate adoption; collecting feedback and identifying opportunities to create value and mitigate risk for the program; leading multiple major and minor releases starting from launch, executing pivots in the face of new information, and fostering stakeholder buy-in and consensus
- Use of a lean in-house software development team enabled use of Agile methods, including adoption of Jira; rapid and regular deployment; and cost savings relative to an external vendor; conducted user research and testing/troubleshooting
- Developing requirements and facilitating delivery for a high-performance cloud computing (Azure) platform for data analysis and simulation modeling of public health informatics; assisting COR/COTR in management of multiple contracted-vendor workstreams; researching stakeholder needs, recognizing implications of constraints like scalability, cost-effectiveness, and security for architecture and tooling; identifying and working through trade-offs or alternative solutions with stakeholders

**Product Manager, Intern • Segmed, Inc. • Palo Alto**

05/2021 - 09/2021

- Evaluated additions and changes to core value prop for partnership side of a platform for healthcare providers to contribute data for medical AI development – marketplace was unbalanced; conducted segmentation / sizing, stakeholder interviews, found that proposed features would complicate deal-closing but not improve takeup
- Developed strategy and materials for changes in outreach/sales strategy, and guide to key stakeholders and decision-makers within prospective data provider organizations, proposed larger changes to re-position the company, e.g., through partnership with an academic medical center and their institutional review board
- Early-stage startup – reported to CEO; collaborated with leadership team to share findings and shape priorities, strategy, and messaging; illuminated structure and decision-making authority in prospective-client hospitals
- Worked cross-functionally across design, engineering, and sales; prioritized prospects, feature roadmap, and communication strategies; wrote PRDs, provided design feedback, flagged bugs, and facilitated Agile methods
- Collaborated with engineer on build-or-buy decision as part of a refactor of credentialing – assessed internal and customer needs to formulate system requirements and explored viable options and tradeoffs

**Principal Data Analyst • NORC at the University of Chicago • SF and Bethesda, MD**

01/2009 - 10/2018

Previous titles: Principal Research Analyst, Senior Research Analyst, Research Analyst, Research Assistant

- Took on progressively greater responsibilities in analytic and project-management functions, up to level of team lead, reporting to principal investigators at a large, non-profit government contractor

- Scope of work spanned the project lifecycle: preparing RFPs, managing project-officer communications and milestones, conducting qualitative and quantitative research and program evaluations, drafting and presenting deliverables to government and NGO clients as well as manuscripts for publication
- Across multiple years and clients, identified metrics and managed quantitative team in analyses of health insurance marketplaces (e.g., healthcare.gov, Covered California); focusing on consumer outcomes, proposed and refined metrics around efficacy, including low-cost, competitive, and stable market dynamics; findings presented to federal agencies like CMS and published in *Health Affairs* and other journals; responsible for design, development, end-user training, and management of a data collection system in MS Access for health insurance data from disparate sources, as well as conducting analyses of that data in SAS
- Developed, prototyped, and fielded a pilot for a new feature in an EMR patient health portal based in Epic MyChart for an integrated healthcare system in rural Pennsylvania, allowing patients to review and correct their lists of prescriptions; worked with diverse stakeholders to ensure accessibility to end users, usability of clinical information, and integration into existing workflows; 30% of participants submitted reports of discrepancies, and some clinical activities shifted to lower-cost care settings
- Conducted analysis of system architecture and workflows, surfacing technical inefficiencies underlying Healthcare.gov wasting over \$1m annually, consulting for CClIO; identified emerging issues and proposed remediation and follow-up data monitoring to clients
- Adapted and analyzed a survey of 270,000 Medicaid recipients to measure effects of different delivery systems on enrollee segments' access to and satisfaction with care; worked with survey statisticians on implementation; analysis included measurement of data quality, non-response bias, and correlation / crosstabs to explore relationship of demographic and Medicaid-program characteristics with responses
- Analyzed patient outcomes and treatment costs in TRICARE system to identify conditions and services that could be more efficiently referred out to civilian providers instead of treated in-network, similar to build-or-buy analysis

## EDUCATION AND CERTIFICATIONS

### ***University of California, Berkeley • Master of Information Management and Systems***

2022

- Focus on Product Management, Human-Computer Interaction; GPA of 3.98
- Coursework included: Lean/Agile Product Management, Forecasting, Product Discovery, Product Design Studio, Privacy Engineering, UI Design and Development, Biosensory Computing, Back-End Web Development
- Capstone project: designing a website to host an ML tool that takes audio files and generates corresponding charts for an open-source Guitar Hero-type rhythm game; our team emphasized understanding the existing online community surrounding the game so that the site will be positively received and address actual user needs, not just parachuting in an algorithm to replace human skill, creativity, and effort
- Graduate Student Instructor: History of Information, Information Organization and Retrieval

### ***Pomona College, Claremont CA • BA, Mathematics and History***

2007

- Double major; graduation thesis in Mathematics: The Jordan Curve Theorem and Non-Standard Analysis

### ***General Assembly, SF • Certificate, Data Science / Machine Learning***

2015

- Part-time program; Capstone: Predicting real estate prices using KNN clustering and random forest models

## SKILLS

- Software - Jira/Github Projects, Salesforce, Figma, Python, Docker, Postman, Azure/AWS, Trello, R, SQL, Illustrator
- User Research Methods - Preparing and conducting interviews, user observations, sketching/paper prototyping, diary studies, projective interviewing, card sorting; designing, writing, programming, and analyzing surveys
- Insight from Data - Developing metrics and targets; assessing sources; cleaning; exploratory, descriptive, statistical, and ML analyses; visualization