

MATTHEW ANTOLIN

VP Product / Director of Product | CPO-Track

Montreal, QC | Canada / US Remote | High Travel | Relocation OK

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POSITIONING

Product leader with 10+ years building for two users simultaneously: the enterprise that buys and the patient who lives with it. With roots in UX, I work at the intersection of user obsession and business delivery: ICP clarity, compliance guardrails, adoption architecture, and GTM-aligned packaging in regulated healthcare and pharma. My edge is knowing that enterprise adoption and end-user adoption are the same bet, and building the product infrastructure to win both.

WHAT I'M LOOKING FOR

Role:	VP Product or Director of Product (CPO-track)
Domain:	Healthcare / Pharma / Life Sciences / Regulated Enterprise SaaS
Stage:	Series A-B growth or post-Series B standardize-and-scale
Geography:	Canada or US Remote (open to relocation for the right mandate)

WHERE I WIN

- Enterprise / hybrid GTM where Product owns outcomes, not feature output
- Regulated workflows requiring trust, governance, privacy, and auditability
- AI-enabled platforms: conversational, agentic, search, analytics productization
- Standardize-and-scale chapters: onboarding, integration patterns, guardrails, instrumentation
- Tight GTM partnership: packaging, sales enablement, and defining what we won't do

PROOF

Time-to-Value 70% Faster

Cut enterprise deployment time from 90 days to 3 weeks by standardizing onboarding, guardrails, and integration templates across a regulated clinical SaaS platform.

7 EHR Integrations in 2 Years

Delivered 7 EHR / vendor integrations at Pomelo Health using reusable data contracts and integration patterns, protecting core product value and enabling institutional practitioners to connect within existing clinical workflows.

Org Scale: 1 to 10

Built and scaled the product organization from first PM hire to a team of 10 (5 PMs, 2 Designers, 2 BAs, 1 UXR) through Series A/B, acquisition, and exit to TELUS Health.

AI Data Product Commercialization

Productized Swoop's AI analytics layer, converting first-party conversation transcripts into identity-resolved, ICP-grade insights for Top 15 Pharma brands, directly improving deal quality and expansion metrics.

Pandemic-Scale Platform Launch

Shipped vaccine booking platforms across Canada and the US under extreme time pressure, supporting millions of patient interactions and anchoring a high-ACV Walmart Pharmacy deal.

SIGNATURE PLAYBOOK

Enterprise: Clarify ICP → Enforce guardrails → Standardize deployment → Align GTM on packaging

User: UX-first discovery → Design for adoption → Instrument behavior → Close the feedback loop

CORE SKILLS

Product & Strategy	Clinical & Domain	AI & Technical	GTM & Commercial	Leadership & Craft
Product Vision & Roadmap	Clinical Workflow Design	AI Product Strategy	Enterprise GTM Partnership	Team Building & Coaching
Outcome-Based Roadmapping	EHR / Vendor Integrations	Conversational & Agentic AI	Pricing & Packaging	Operational Fluency
Agile / Lean Development	Patient & Practitioner Outcomes	Intelligent Recommendations	Sales Enablement	Strategic Storytelling
0→1 & Scale-Up Leadership	Regulated Environments	Data-Driven Decision Making	Portfolio Management	User Empathy
KPI Development	Healthcare SaaS	Analytics & Experimentation	Cross-Functional Collaboration	High-Autonomy Execution