MATTHEW ANTOLIN

VP Product / Director of Product (AI + Regulated Enterprise SaaS) – Healthcare / Pharma / Life Sciences
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EXECUTIVE SUMMARY

Product leader with 10+ years building and scaling AI-enabled, enterprise SaaS products in healthcare and life sciences. Specialized in turning bespoke enterprise delivery into repeatable deployments: clearer ICP, hardened onboarding/integrations, guardrails/templates, and measurable outcomes GTM can sell repeatedly. Led teams through Series A–B growth, acquisition, and post-acquisition scaling in regulated environments (privacy, compliance, adoption).

CORE STRENGTHS

- Productizing enterprise deployments (reduce variance; protect platform integrity)
- AI product strategy (agentic/conversational/search) with trust/compliance constraints
- Enterprise GTM partnership: packaging, enablement, deal guardrails, outcome measurement
- 0→1 and scale-up leadership: hiring, operating cadence, portfolio sequencing
- Regulated workflow design: adoption, governance, and stakeholder alignment

SELECTED IMPACT

- Cut time-to-value from ~90 days to ~3 weeks (~70% faster) by standardizing deployments and delivery guardrails.
- Scaled product org from 1 → 10 (5 PMs, 2 Designers, 2 BAs, 1 UXR) and implemented a repeatable product operating cadence.
- Delivered 7 EHR integrations in 2 years while preserving core product value and expanding enterprise deployments supporting revenue growth.
- Launched vaccine booking platforms across Canada and the U.S. during the pandemic.

TARGET MANDATE

VP Product / Director Product – regulated enterprise (Healthcare / Pharma / Life Sciences). Productize enterprise delivery into repeatable deployments: ICP clarity, guardrails, integrations, measurable adoption.

FILTERS

Seed–Series B (or post-B standardize/scale). No sales-led roadmap, services-disguised-as-SaaS, runway denial, or compliance hand-waving.

SKILLS

AI Product Strategy • Conversational AI • Search/Information Retrieval • Enterprise SaaS (High-ACV) • Pricing & Packaging • Sales Enablement • Portfolio Management • Analytics & Experimentation • Web & Mobile (iOS/Android) • Veeva CRM/CLM • EHR/RCM

PROFESSIONAL EXPERIENCE

Swoop - Toronto, ON (Remote)
Senior Director, Product - AI Agents | 2023–2026
Reporting to EVP Product (Eric Redline)

- Own product strategy for AI-agent conversational platforms used by Top 15 Pharma and Biotech brands; align roadmap to measurable adoption and outcomes.
- Productized the analytics layer for Swoop Agents that converts first-party website conversations into identity-resolved, enriched insights (via transcript signals + 3rd-party tags): correlating claims, demographics, diagnosis, and treatment to report on ICP-grade visitors for brand marketing teams.
- Work with GTM to position AI capabilities around trust, compliance, and repeatability (what we will/won't do), improving deal quality and scalability.

Clinia Health - Montreal, QC (Remote/Hybrid)
Product Advisor (Contract/part-time) | 2023–2025
Reporting to CEO (Simon Bedard)

- Advise leadership on AI-enabled product strategy across provider search and healthcare data platforms; translate strategy into sequenced bets and deliverable plans.
- Guide portfolio sequencing and GTM alignment to avoid customization debt as products scale; establish decision criteria and operating rhythm.
- Support prioritization during growth and org transition, balancing near-term revenue with platform foundations.

ConversationHEALTH (acquired by Swoop) - Toronto, ON (Remote)
Director of Product Management | 2021–2023
Reporting to CPO (Lexi Kaplin)

- Led product for AI-powered conversational and search experiences in healthcare; shipped usable AI under enterprise constraints (privacy, compliance, adoption).
- Partnered with customers, GTM, and Engineering to convert bespoke requests into reusable product capabilities and clearer ICP fit.
- Drove post-acquisition integration into Swoop's AI platform, aligning product surfaces, data flows, and delivery standards.

Pomelo Health (acquired by TELUS Health) - Montreal, QC (Onsite) | Canada/US
Director of Product | 2015–2021
Reporting to VP Product (Marie-Noelle Lapan)

- First product hire; built and scaled the product function through funding rounds, acquisition, and exit; established discovery→delivery cadence and decision-making.
- Led products spanning hardware, web, and iOS/Android in regulated clinical workflows; partnered with Operations and clinics to drive adoption and throughput.
- Launched MagicSeat (mobile "skip the waiting room" app) improving patient flow and clinic efficiency; owned roadmap, discovery, and delivery.

Fisika (formerly CDM Montreal) - Montreal, QC (Onsite) | Canada/US
User Experience Lead | 2010–2015
Reporting to VP Digital Strategy (Arnaud Gougne)

- Led UX and digital strategy for global pharma brands across HCP and patient platforms; delivered regulated experiences balancing UX with compliance (PAAB/MLR).
- Designed Veeva CRM/CLM tablet applications used by field sales teams; aligned product narratives to seller workflows and launch execution.
- Partnered with strategy and client teams on launches, lifecycle programs, and new-business pitches.

EDUCATION & CERTIFICATIONS

- Rosemount Technology Center — Web, Digital / Multimedia (Diploma)
- Akendi UX Designer (Service Design & UX) (Certificate)
- Akendi UX Researcher (Service Design & UX) (Certificate)
- The Achievement Center - Leadership Development Program (Certificate)