

DENISE PALERMO

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Product Management Executive

Strategic and results-driven executive with extensive experience guiding large-scale transformations, shaping enterprise product strategies, and driving organizational growth in the health technology sector.

Demonstrates expertise in product lifecycle management, solution design, and persona-based methodologies that deliver measurable impact across complex ecosystems. Recognized for building and scaling high-performing teams, forging senior-level partnerships, and leading multi-million-dollar programs that optimize operations, accelerate digital transformation, and expand market presence. Adept at aligning innovation, interoperability, and analytics to financial, clinical, and operational objectives while sustaining efficiency, capital discipline, and long-term competitiveness. Proven success in navigating saturated markets, cultivating client trust, and incubating new offerings that enhance enterprise value and industry positioning.

AREAS OF EXPERTISE

Strategic Product Leadership | GTM Execution | Healthcare Technology Innovation | Operational Scaling | Executive-level Stakeholder Engagement & C-level Advisory | Business & Digital Transformation | Organizational Design & Change Management | Market Analysis & Competitive Positioning | Strategic Partnerships & Alliances | Process Optimization | Client Engagement & Relationship Management | Data-Driven Decision Making | P&L Oversight & Financial Stewardship

PROFESSIONAL EXPERIENCE

Vizient | Irving, Texas

2024 – Present

Vice President, Product Strategy & Operations

Forge strategic partnerships with senior healthcare executives to align product portfolios with organizational objectives, ensuring integration across all Vizient business units while reinforcing clinical and quality excellence. Champion cross-functional collaboration to strengthen scalability, innovation, and enterprise value creation.

- Maximized market competitiveness by pioneering a persona-driven product design methodology rooted in design thinking, constructing a total addressable market (TAM) framework, and introducing platform cost modelling with value-based pricing.
- Optimized healthcare productivity and resource utilization by directing the Operational Insights Product Team to architect and execute enterprise-level product strategies powered by advanced data and analytics.
- Drove consistency and accountability across the enterprise by instituting a pragmatic product operating model, formalizing a structured planning framework, and advancing an integrated platform strategy.
- Accelerated adoption and operational efficiency by engineering a scalable client onboarding process, streamlining platform integration protocols, and reinforcing business continuity measures.
- Maintained 75% capital expenditure efficiency through disciplined resource allocation and strategic investment prioritization.

Accenture | Chicago, IL

2010 – 2024

Managing Director – Global Technology Lead, Intelligent Patient Services Practice

Directed global consulting services within the Intelligent Patient Services Practice, delivering enterprise-scale technology solutions that advanced digital health transformation. Oversaw client strategy, architectural design, partner ecosystems, and industry PaaS initiatives, ensuring alignment with evolving market dynamics and client objectives. Cultivated senior-level relationships across clients and partners to accelerate growth, innovation, and platform adoption.

- Accelerated industry adoption of platform-based models by spearheading the design and execution of a PaaS strategy, establishing competitive positioning, and incubating new offerings to capture emerging market share.
- Advanced market presence and solution innovation by forging alliances with leading technology providers, embedding partner capabilities into Accenture's portfolio, and co-developing joint go-to-market strategies.
- Delivered high-value consulting outcomes by orchestrating enterprise-scale implementations, conducting build-vs-buy analyses, optimizing resource utilization, and cultivating continuous team development.
- Enabled intelligent patient services transformation through the architecture and deployment of scalable, resilient technology frameworks that aligned with client vision and met rigorous industry standards.

- Expanded revenue streams and strengthened client loyalty by steering strategic account planning, aligning solutions with business imperatives, and driving growth across multi-year client engagements.
- Sustained practice growth at scale by managing a book of business exceeding \$50M and overseeing \$10M in personal accounts.

RELEVANT EXPERIENCE

Chief Technology Officer | Prime Care Physicians Albany, NY

Directed enterprise-wide technology strategy, innovation, and deployment of advanced medical devices across a network of 1,000+ healthcare professionals and 20 facilities. Championed automation initiatives and digital transformation to streamline operations, enhance efficiency, and deliver actionable insights that elevated patient care outcomes.

- Engineered large-scale infrastructure as the technical architect for one of Upstate New York's largest medical malls, enabling multi-specialty collaboration and enhanced patient access.
- Modernized diagnostic capabilities by executing comprehensive technical revamps across three high-volume imaging facilities, ensuring advanced operational efficiency.
- Pioneered digital transformation by establishing a fully paperless environment seven years ahead of federal mandates and four years prior to EHR mainstream adoption.
- Accelerated organizational growth through the seamless integration of eight acquisitions within five years, unifying systems, processes, and technologies.

KEY PROJECTS

Chief Product Executive – INTIENT Patient Solutions

- Drove market adoption and revenue growth by overseeing lifecycle management and sales for patient-related modules (Integrated Patient Care, Cell & Gene Therapy, Decentralized Clinical Trials).
- Accelerated innovation by directing product managers and engineering leads to execute portfolio strategy and delivery. Aligned development with evolving market demands by implementing a pragmatic, market-focused product framework.

France-Based Biopharma Company – Technology Executive / Clinical Implementation (SMA)

- Advanced oncology software adoption by defining clinical implementation methodology and client targeting strategies. Strengthened market entry through GTM execution and seamless application integration.

Large Pharmaceutical Company – Program Director / Delivery Lead

- Enhanced trial outcomes by leading Real-World Evidence (RWE) program for Asthma and COPD.
- Optimized data acquisition and integration by managing connected device strategy and coordinating four vendors.
- Accelerated trial execution by designing health system onboarding, protocol operations, and analytics framework.

Biogen – MSPATHS Program Director / Delivery Lead

- Transformed global collaboration by directing implementation of Biogen's MSPATHS Program across 10 US & EU health systems. Delivered reliable insights through clinical protocol design, solution implementation, and structured data quality processes. Secured adoption by driving change management and system alignment across stakeholders.

Biogen – Delivery Design Lead / SMA

- Strengthened program scalability by architecting core solution design for Value-Based Medicine's MSPATHS Program. Advanced operational efficiency by designing data acquisition, de-identification processes, and onboarding protocols. Expanded market reach by redesigning the MSPT device stack and enabling global deployment.

Large Academic Health Institution – DSRIP Architect

- Enabled CMS Phase II grant submission by designing an integrated DSRIP program framework and clinical reporting system.

Accenture Connected Health – Enterprise Architect

- Improved payer-provider collaboration by architecting an interoperability platform and aggregated data exchange model. Enhanced care delivery through scalable design enabling cross-system interaction and clinical insight integration.

EDUCATION

Bachelor of Arts in Business Administration | Stony Brook University, NY