

Kim R. Freeman, Ph.D.

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Product Manager | Life Sciences & Biotechnology

Strategic, data-driven Product Manager with 10+ years of experience in imaging technologies, digital pathology, biomedical research, and customer-facing roles across biotech, healthcare, and scientific software. Combines deep technical expertise (Ph.D. in Biomolecular Imaging) with cross-functional leadership, product strategy, and market-focused decision-making. Proven success in translating user needs into product requirements, driving adoption, and supporting full product lifecycle activities.

Core Strengths: Product Strategy · Voice of Customer (VoC) · Requirements Development · Cross-Functional Collaboration · Roadmapping · Market Research · Go-to-Market (GTM) Strategy · Agile Workflow Familiarity · Data-Driven Decision Making · Scientific Communication · Customer Insights · Technical Enablement

CORE COMPETENCIES

- Product Requirements & Roadmap Development
 - Customer Discovery & Market Analysis
 - Product Demonstrations & Technical Communication
 - Cross-Functional Partnerships (R&D, Engineering, Sales, Marketing)
 - Product Launch & Training Support
 - Data Analytics & Trend Evaluation
 - Quality Improvement & Operational Efficiency
 - Project Management & Stakeholder Alignment
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PROFESSIONAL EXPERIENCE

St. Jude Children's Research Hospital — Associate Scientist

Jan 2025 – Present

- Perform advanced quantitative analysis for imaging datasets to support ongoing product-relevant research initiatives.
- Define project objectives, manage timelines, and drive collaboration across interdisciplinary teams.

- Translate complex scientific needs into actionable technical requirements and communicate them to internal and external stakeholders.

Arivis Imaging Solutions — Business Development Director

Nov 2021 – May 2022

- Expanded business pipeline to **\$1.3M+**, generating a significant increase in qualified leads for imaging software products.
- Collected and synthesized customer insights to guide product positioning and messaging.
- Developed digital content and technical collateral, increasing product engagement by **2,500+ views**.
- Collaborated with product teams to relay user pain points, market trends, and competitive intelligence.

Olympus Life Science Solutions

Service Dealer Manager — Jun 2019 – Nov 2021

- Managed relationships with **40+ service vendors** across North and South America to support product quality and lifecycle performance.
- Supported service contract product management, ensuring alignment with customer use cases and operational workflow needs.
- Contributed to product launch activities, assisting in training, messaging, and compliance documentation.

Scientific & Healthcare Sales Representative — Oct 2012 – Sep 2017

- Grew regional revenue by **\$800K** by identifying unmet user needs and matching appropriate microscopy and imaging solutions.
- Delivered product demonstrations, workflow consultations, and technical training for clinicians and researchers.
- Provided VoC feedback to product management to guide product improvements and feature prioritization.

CLINICAL & COMMUNITY EXPERIENCE

- **Court Appointed Special Advocate**, Child Advocates of Marion County (2017–2021)
 - **Medical Assistant – Primary Care**, Hopewell Junction, NY (1998–2000)
 - **Emergency Medical Technician**, Arrow Ambulance (1996–1998)
 - **Emergency Department Volunteer**, Carle Hospital (1996–1997)
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EDUCATION

Ph.D., Biomolecular Imaging and Medical Biophysics — Indiana University School of Medicine (2013)

M.S., Cell Biology — Purdue University (2006)

B.S., Cell & Structural Biology — University of Illinois (1998)

CERTIFICATIONS

- Certified Associate in Project Management (CAPM)
 - Six Sigma Yellow Belt
 - Epidemiology in Public Health Practice
 - GCP for Clinical Trials (ICH Focus)
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AWARDS

- Strategic Sales Challenge Award
 - Process Improvement Award
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TECHNICAL SKILLS

Productivity & Analysis: Jira · Confluence · Salesforce · HubSpot · Netsuite · Power BI · Excel · Python (basic)

Imaging & BioTech Tools: Digital Pathology Systems · Confocal Microscopy · 3D Image Analysis (Imaris, Arivis) · FIJI · Napari

Communication Tools: Canva · Adobe Creative Suite · Technical Writing & Scientific Communication