



SOFIA MARCHETTI

Product Manager

Director of product with 13 years across healthcare and fintech, currently leading a 9-person PM team through a re-platforming. I hire well, write clear strategy, and run a calm operating cadence. Comfortable with boards and clinicians in the same week.

CONTACT INFORMATION

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 Nashville, NY

KEY SKILLS

- Team building and hiring
- Product strategy and operating model
- Board and exec communication
- Healthcare and fintech domain
- Pricing and packaging
- Org design
- PM career ladders and reviews
- Vendor and partnership negotiation
- Roadmap portfolio management

PROFESSIONAL EXPERIENCE

Director of Product | Verdantia Health | Nashville, TN | 2021-Present

- Lead a team of 9 PMs and 2 product ops across three lines of business serving 1,400 clinics.
- Owned the strategy that grew net new ARR from \$11M to \$34M over three fiscal years.
- Re-platformed scheduling and intake on a 14-month plan; hit the milestone within budget after one scope cut I escalated to the CEO.
- Hired 6 PMs in 18 months with a structured loop; first-year regretted attrition is zero so far.
- Run a quarterly business review with the CEO and head of clinical operations.

Group Product Manager | Cambermint Financial | Atlanta, GA | 2018-2021

- Managed 4 PMs covering lending, servicing, and collections products for a digital bank.
- Sponsored a fraud rules engine rebuild that reduced chargebacks by 41% in the first year post-launch.
- Built the team's first product strategy doc reviewed by the board.
- Created a PM career ladder that became the company standard.
- Closed two key hires from underrepresented backgrounds after rewriting the JD and loop.

Senior Product Manager | Cambermint Financial | Atlanta, GA | 2016-2018

- Led the consumer onboarding rewrite; pulled time-to-first-deposit from 6 days to under 2.
- Owned KYC vendor selection and the migration off a legacy provider.
- Authored the first quarterly product letter to customers.

Product Manager | Northhaven Insurance Tech | Atlanta, GA | 2013-2016

- Owned the agent quoting tool used by 2,800 independent agents.
- Shipped the first mobile quoting flow, which became the top-cited reason new agents joined the network.
- Wrote the deprecation plan for two legacy rating engines.

EDUCATION

MBA

Emory University Goizueta Business School, 2013 |

B.S., Biomedical Engineering

Vanderbilt University, 2009 |