

Tessa van Beek

Senior Product Manager

Technical product leader with 6 years of experience building and scaling customer solutions in highly regulated environments. Proven track record translating complex workflows into intuitive product experiences that drive adoption, retention and revenue. Experienced in product strategy, roadmap ownership, customer discovery and cross-functional leadership across Engineering, Sales, Regulatory and Operations.

EXPERIENCE

Alphatec Spine, Carlsbad, CA — *Product Manager / Product Owner*

March 2022 - June 2026

- **Led product strategy and roadmap across 4+ years of software releases** for a class II AI-enabled medical device that automates neurophysiology interpretation and translates real-time data into actionable guidance during spine surgery
- **Reduced users time-to-value in the operating room** by implementing design and technical changes that were driven by analyzing post-market device data
- **Identified and championed a new internal product opportunity**, building stakeholder alignment and leading the production of a *demo kit* from requirements through launch in partnership with Software and Operations. This enabled Market Development and Medical Education teams to demonstrate new product capabilities, train users and showcase the product at industry events
- **Increased average product usage 52%, from 3.5 to 5.33 times per month YoY by introducing new modalities and features** through partnerships with clinical stakeholders, sales teams and data science teams to identify workflow inefficiencies and translate them into product requirements
- **Grew unique product users 19% YoY by informing market development strategy** by tracking success metrics, leveraging Power BI to analyze adoption, user behavior and performance trends
- **Drove product adoption and revenue from \$24M to \$60M+** by informing commercialization decisions and piloting go-to-market strategies
- **Led agile product development across two engineering teams**, including backlog management, sprint planning, acceptance criteria, stakeholder reviews and release planning
- **Built strong working relationships with users and supported them** by designing and executing quarterly user training, weekly product demos, enablement materials and training collateral
- **Influenced C-suite decision making and alignment on product priorities** by presenting product roadmap, development updates, risks, customer feedback and product performance at monthly executive reviews

G2-Ops, San Diego, CA — *System Solutions Engineer*

September 2020 - February 2022

- Delivered solutions to identify risks in telecommunication systems by developing operational and interface diagrams, requirements analysis and verification, and logistics support documentation
- Maintained alignment between client needs and technical solutions through daily client engagement on evolving requirements, project progress and current and prospective model-based systems engineering solutions

SKILLS

Product Leadership: Strategy, Roadmapping, Prioritization & Tradeoff Analysis

Execution: Agile/Scrum, Backlog Management, Release Planning, MVP Definition

Customer & Growth: User Research, Feedback loops, Customer Interviews, Adoption, Retention

Technology: AI & Automation, FDA-regulated development, Hardware-Software Integration

EDUCATION & CERTIFICATIONS

Dual BS/BA Electrical Engineering

Minor in Mathematics
University of San Diego, 2020

200-Hour Registered Yoga Teacher

Reach Yoga, 2021

80-Hour Yoga Sculpt Certification

Reach Yoga, 2021

LINKEDIN

<https://www.linkedin.com/in/tessa-van-beek-sd/>