

# Daniel Ball

Product Manager, Startup Consultant, and Healthcare Expert

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## Summary

I love product management and business development. I've worked with large Fortune 500 companies and have spent several years working with startups, with experience developing and executing on:

- Upstream product ideation and development
  - Product marketing
  - Go-to-market strategy
  - Product pricing and segmentation
  - Customer experience, satisfaction and retention
  - Line extensions of current products
  - Quality metrics and performance improvement
  - Fundraising and investor pitches
  - Healthcare industry penetration and growth strategies
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## Experience

Director Of Special Projects at DaVita Medical Group

October 2016 - Present

Process improvements for a regional medical group. Formulate and implement strategies and tactics to improve patient experience, retention, growth, and clinical quality.

Managing Director at Hub101

February 2016 - November 2016 (10 months)

Built an incubator structured as a 13 week acceleration for early-stage, high potential startups, focused on building repeatable, scalable business models. Recruited globally and ran two cohorts of 10 startups each, connecting them to my network of mentors and investors. Hosted by California Lutheran University's esteemed Center for Entrepreneurship.

Director, Startup Next Los Angeles at Techstars

January 2013 - November 2016 (3 years 11 months)

Developed and launched a template for pre-accelerator programs that was replicated in 12 cities around the world. Coached startups on product development, customer acquisition and go-to-market strategy. In 4 years, my partner and I ran 8 cohorts with a total of 75 startups who successfully raised over \$50M in venture capital.

### Disney Accelerator at Techstars

July 2015 - October 2015 (4 months)

### Senior Product Manager at Zynx Health

January 2014 - July 2015 (1 year 7 months)

Championed development of a new analytics product line for hospitals (B2B solution) from idea to validation with customer research, validation, vendor partner selection and a go-to-market strategy.

### Senior Product Manager at Kaiser Permanente

January 2008 - December 2013 (6 years)

Executed a successful turnaround of an unprofitable product into a robust product portfolio with multiple products, a positive margin, and doubled annual revenue. Managed 3 direct reports and handled performance management, career development and training.

### Product Manager at Amgen, Inc

October 2004 - October 2007 (3 years 1 month)

Upstream product manager, focused on forecasting the global market opportunity for early-stage products (Phase 1-3, pre-launch) using primary market research from opinion leaders and physicians gained via focus groups, panels, and individual interviews.

### Product Manager at WellPoint Inc

September 2002 - October 2004 (2 years 2 months)

Product development of custom reporting solutions for large, self-funded employer groups.

Standardized the custom reporting solutions into a set of offerings to appeal to the broader market.

### Consultant

October 1999 - September 2002 (3 years)

Served as the engagement manager and led a team of analysts, software engineers, and technical writers in product development for cloud-based consulting solutions. Developed analytics for hospitals, pharmaceutical and medical device manufacturers and other clients.

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## Education

UCLA Anderson School of Management

Master of Business Administration - MBA, Strategy and Marketing

University of California, Berkeley

Bachelor of Science - BS, Business Administration and Management, General

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## Honors and Awards

Certified Lean LaunchPad Educator, Semi-finalist Cleantech Open

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[Contact Daniel on LinkedIn](#)