

JACQUELYNN HOCHSPRUNG

Principal Product Manager / AI Transformation Leader / Digital Innovation Catalyst

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PROFESSIONAL SUMMARY

Transformative Product Leader with 19 years orchestrating enterprise-scale AI/ML innovation and digital platform excellence at Mayo Clinic and IBM. Generated **\$20M+ in measurable business value** through zero-to-one product launches achieving **88% ROI** across platforms serving **70,000+ users**. Deep expertise in Microsoft Azure ecosystem, MLOps, and responsible AI governance, with formal certification through Mayo Clinic's dual-track AI curriculum.

Strategic differentiator: Proven ability to build developer-first cultures (+42% satisfaction), accelerate decision velocity by 30%, and deliver \$4.6M in AI platform value while establishing governance frameworks that balance innovation with compliance in highly regulated environments.

CORE COMPETENCIES

Strategic Product Leadership: Product Vision & Roadmapping | Zero-to-One Innovation | Go-to-Market Strategy | P&L Management (\$1.2M+ budgets across 100s of F2F and digital marketing line items) | Portfolio Management (\$20M+) | Executive Stakeholder Management

AI/ML & Platform Innovation: AI Product Strategy | MLOps & Azure ML | AI Governance & Compliance | Knowledge Graphs & Semantic AI | Agentic AI Systems | CNNs, DNNs, RNNs, Transformer/GenAI Models

Cloud & Microsoft Ecosystem Mastery: Azure, AWS, Google Cloud | Microsoft 365 | Power Platform (Power Apps, Power Automate, Power BI) | Azure DevOps | Microsoft Graph API | Cloud-Native Architecture

Enterprise Platform Expertise: ServiceNow | Adobe Experience Cloud (Workfront) | Clarity PPM | Epic EHR | RESTful APIs | SQL | Enterprise Systems Integration

Agile Leadership: Cross-Functional Team Leadership (60+ engineers) | Agile/Scrum/SAFe/Kanban | Lean Six Sigma | Design Thinking | Developer Communities of Practice

AWARDS & RECOGNITION

- **Mayo Clinic Digital Innovation Award (2024)** – Innovation Grant Recipient for spearheading Adobe Experience Cloud hybrid technology integration and agentic systems design, recognized for measurable ROI and digital transformation leadership, forming partnerships in Healthcare IT
- **IBM Outstanding Technical Achievement Award (2014)** – Innovation in enterprise technology solutions and database performance optimization
- **IBM Manager's Choice Excellence Award (2012)** – Exceptional contribution to marketing operations and analytics
- **Division Representative, Agile Champions Network (2021-2022)** – Served as division champion representing 500+ staff, partnering with Angela Johnson from CoLead to transform division structure and drive 100% certification completion for all management and leads

PROFESSIONAL EXPERIENCE

Principal Digital Experience Product Owner (Promotion)

Mayo Clinic, Rochester, MN (Remote) | 2023–Present

- **Pioneered Mayo Clinic's Agentic Knowledge Engine (AKE)**, creating comprehensive AI-powered knowledge graph platform for credentialing and skills navigation—demonstrating zero-to-one product innovation from concept through enterprise deployment with **\$4.6M business value** and **88% ROI** using **Neo4j, Knowledge Graphs, AI/ML, and Azure**
- **Completed "Leading Digital Health Innovation: Harnessing Disruptive Technologies"** focusing on AI Strategy + Leadership, gaining hands-on expertise deploying supervised/unsupervised/reinforcement learning, CNNs, DNNs, RNNs, and transformer-based GenAI into production business solutions
- **Delivered \$2.46M Digital Enablement Platform** through Adobe Experience Cloud (Workfront) integration for enterprise-wide digital workflows, serving **50,000+ users** globally with **30% decision velocity improvement** and **88% ROI** using **Adobe Workfront, Power BI, Azure, and APIs**
- **Built developer-first culture** through establishment of Communities of Practice and cross-functional collaboration forums, increasing **developer satisfaction scores by 42%** and accelerating platform adoption across six Mayo Clinic practice areas
- **Managed \$1.2M+ annual budgets** with **98% accuracy** while overseeing **\$20M organizational program portfolio**, ensuring on-time delivery and operational risk mitigation across enterprise initiatives

Senior Program Administrator (Promotion)

Mayo Clinic, Rochester, MN (Remote) | 2019–2023

- **Scaled digital front-door operations** enabling Mayo Clinic's direct-to-consumer business model, supporting **300% growth** in digital patient engagement and **\$15M revenue expansion** through data-driven digital transformation
- **Achieved 25-85% operational efficiency gains** through implementation of Lean Six Sigma methodologies, AI-powered analytics, and digital automation solutions across multiple business units
- **Developed sales enablement strategies** for digital tools adoption, training 500+ field staff and achieving **92% user adoption within 6 months** through systematic onboarding and change management
- **Led change management initiatives** for enterprise software deployments, achieving **95% stakeholder satisfaction scores** through empathetic leadership and structured change approaches
- **Unified three Mayo Clinic Shields** under single KPI framework and governance model, improving **decision velocity by 30%** and enabling enterprise-wide strategic alignment with comprehensive Tableau dashboards and real-time Power BI analytics insights
- **Established DevOps success model for multimedia distribution** spanning events, facilities, secure and digital printing, media asset management, and marketing partnerships, transforming division operations through Agile methodologies

Senior Technical Business Analyst

Mayo Clinic, Rochester, MN (Remote) | 2017–2019

- **Reduced revenue cycle processing time from 72 days to 3 days (96% reduction)**, improving cash flow by **\$3.2M annually** through automation, ML-enabled workflows, and agile re-architecture
- **Optimized clinical and operational workflows**, delivered **\$1.8M in process improvement value** through ServiceNow modules, data analytics, and workflow automation
- **Created detailed ORBIT platform requirements** including user story documentation, decision tree logic, regulatory compliance questionnaires, and UI/UX specifications for pre-boarding workflows
- **Partnered with engineering, operations, and clinical teams** to translate customer requirements into technical specifications and project deliverables for large-scale digital platforms

Program Manager, Digital Campaigns (Promotion)

IBM Corporation, Rochester, MN (Remote) | 2015–2017

- **Led cross-functional marketing team** as key member of IBM Security Marketing leadership, directing strategy and execution for global campaigns that propelled IBM Security from **\$500M to \$2B in 4 years**, achieving **#1 market share** in Enterprise IT Security across **87 countries**
- **Managed marketing execution engine** that consistently influenced **45% of sales pipeline and 65% of revenue** over 4 years through advanced data analytics, campaign design, and marketing automation
- **Designed and deployed marketing automation infrastructure** enabling real-time campaign performance tracking, A/B testing, and attribution modeling using machine learning algorithms
- **Established data governance standards** adopted enterprise-wide, improving marketing ROI transparency by **65%** and enabling data-driven investment decisions
- **Coordinated product development lifecycles** for enterprise hardware and software solutions, managing timelines, resources, and stakeholder communication for **\$5M+ programs** with **95% on-time delivery rate**

Senior Marketing Operations Manager

IBM AIM and Information Management Divisions, Rochester, MN (Remote) | 2008–2015

- **Directed cross-functional collaboration** across marketing, sales, and finance teams to analyze data trends, advise on marketing investments, and identify risks and remediation plans for reaching quarterly revenue goals
- **Managed analytics responsibilities** spanning all geographies and product lines for IBM Security, contributing to company achieving **transactional revenue goals in 2013 and 2014**
- **Applied Lean Six Sigma methodologies** to optimize manufacturing and service delivery processes, delivering **\$2.1M in cost savings** through waste reduction and efficiency gains
- **Led ISO 9001:2015 audit preparation** for manufacturing and development operations, achieving **zero non-conformances** across 3 consecutive annual audits

TECHNICAL PROFICIENCIES

- **AI/ML & Cloud Platforms:** AI/ML Frameworks (CNNs, DNNs, RNNs, Transformers/GenAI) | MLOps | Microsoft Azure | Azure ML | Microsoft 365 | Power Platform | Cloud-Native Architecture
- **Enterprise Systems:** ServiceNow | Adobe Experience Cloud (Workfront) | Clarity PPM | Epic EHR | Dynamics 365 | SharePoint | RESTful APIs | JSON | SQL | Microsoft Graph API
- **Analytics, BI & Methodologies:** Power BI | Tableau | Google Analytics | Azure Monitor | Data Governance | Responsible AI | Agile (Scrum, Kanban, SAFe) | Lean Six Sigma | Design Thinking | ITIL
- **Collaboration & DevOps:** Microsoft Teams | Slack | Confluence | Jira | Azure DevOps | GitHub | CI/CD Pipelines

EDUCATION & CERTIFICATIONS

- **Bachelor of Business Administration (B.B.A.)** – Major: Marketing | Minor: Spanish – University of North Dakota
- **Concordia College** – Nurse Anesthetist Program (Partial, academic transfer with scholarship)
- **Professional Certifications:** AI Strategy & Leadership (Mayo Clinic) | AI Product Design & Development (Mayo Clinic) | Certified Scrum Product Owner (CSPO) | Certified ScrumMaster (CSM) | PMI Agile Certified Practitioner (PMI-ACP) | Prosci ADKAR Model Advocate | Google Analytics Certified | Mayo Clinic Quality Academy Graduate | Microsoft Azure Fundamentals (AZ-900) – In Progress