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# Chelsey Wiley

## Product & Platform Executive

Product Strategy · AI Platforms · Operational Automation · Enterprise SaaS

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### EXECUTIVE SUMMARY

Product executive specializing in building scalable digital platforms that transform complex operational environments into automated, data-driven systems. Experienced leading product strategy across healthcare, logistics, and SaaS — delivering solutions used by 1.4M+ registered users, 500K+ active users, and 30+ enterprise customers.

Known for building product operating models that align product, engineering, operations, and executive leadership around clear platform architecture and measurable business outcomes. Track record includes reducing product delivery timelines by 25%, increasing digital revenue by 20%, improving operational efficiency by 20%, and closing preventive care gaps for 4,500+ patients.

Currently leading the AI logistics automation platform at Aircon — the decision layer turning freight quoting, booking, and shipment execution into governed, AI-driven operations. Exploring Director, VP, and Head of Product roles in AI platforms, decision systems, healthtech, and operational SaaS.

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### SELECTED LEADERSHIP IMPACT

**1.4M+** Registered patient accounts on enterprise digital platforms led

**25%** Reduction in product delivery timelines through governance improvements

**20%** Improvement in product delivery efficiency through structured planning

**70+** Cross-functional contributors led across product, UX, research, and engineering

**500K** Active users supported across healthcare and logistics platforms

**20%** Increase in eCommerce revenue via digital platform optimization

**30%** Reduction in departmental turnover via mentoring and onboarding redesign

**4,500+** Patients whose preventive care gaps were closed through digital health initiatives

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### CORE EXPERTISE

- Product Strategy & Platform Architecture
  - AI-Driven Product Systems
  - Enterprise SaaS Platforms
  - Operational Automation
  - Product Governance & PMO Frameworks
  - Digital Transformation
  - Cross-Functional Leadership
  - Accessibility & Inclusive Product Design
  - Data-Driven Product Development
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### PROFESSIONAL EXPERIENCE

### Product Strategy Lead – AI Logistics Automation

Aircon builds automation platforms for freight forwarders, enabling quoting, booking, and shipment execution through intelligent operational systems.

- Lead product strategy for an AI-driven logistics platform serving ~30 enterprise freight customers and ~1,200 operational users
  - turning manual quoting, booking, and shipment execution into governed, automated workflows.
- Architect the unified logistics automation platform – quoting, pricing governance, booking, and shipment orchestration – establishing the substrate for AI-native freight operations.
- Lead development of the Admin Panel governance control plane, enabling enterprise customers to configure pricing rules, automation logic, and operational policy at scale.
- Designed system architecture for AI-driven operational agents supporting quoting, booking, and cargo tracking workflows.
- Established the product operating model across executive stakeholders, product leaders, and engineering – defining rituals and governance that scale decision velocity without sacrificing platform integrity.
- Defined Aircon's market positioning as a decision platform for freight operations, aligning product strategy with marketing, sales, and executive leadership.

#### Key Initiatives

- AI Logistics Automation Platform – Defined architecture enabling automated freight quoting and operational decision systems.
- Platform Governance Control Plane – Introduced enterprise control layer enabling pricing rule enforcement, automation oversight, and operational configuration.
- Product Operating Model – Established governance frameworks supporting platform scalability across quoting, booking, and logistics orchestration.

### Baylor Scott & White Health

### Senior Product Lead – Digital Health Platforms

One of the largest nonprofit healthcare systems in Texas, serving 3M+ patients across hospitals, clinics, and digital platforms.

- Led product strategy for enterprise digital platforms supporting 1.4M registered patient accounts and ~500K active users across the health system's digital footprint.
- Directed product initiatives across 35+ product, UX, research, and product operations leaders and 30–40 engineers – coordinating 70+ cross-functional contributors against shared operational outcomes.
- Reduced product delivery timelines by 25% through improved planning, governance, and cross-team coordination.
- Led product initiatives that closed preventive care gaps for 4,500 patients – translating digital platform investment into measurable clinical outcomes.
- Launched the In-Home Vaccine Program: a new patient service model informed by user research and front-line operational insights.
- Spearheaded the Accessibility Research Program, advancing WCAG compliance and expanding platform usability across diverse patient populations.

#### Key Initiatives

- Platform Unification – Aligned multiple competing roadmaps into one strategic plan, returning 62% Digital ROI and delivering preventive care to 4,500+ at-risk patients.
- First Contact Navigation – Led AI triage and decision platform; 30% of users credited the EHR-integrated appointment view with their next step into care.
- Design System Governance – Treated the design system as a governance surface, cutting rework by 30% and maintaining the top patient-app rating through a business-wide rebrand.

## 900lbs of Creative

2021 – 2022

ENTERPRISE SAAS

### Senior Product Manager

Digital product agency delivering enterprise and consumer platforms.

- Improved product delivery efficiency by 20% by implementing structured planning, team norms, and quality control processes across enterprise and consumer engagements.
- Led competitive analysis and user testing, aligning product roadmap with operational reality and measurable customer outcomes.
- Coordinated delivery across design, engineering, and client stakeholders on multiple concurrent enterprise platforms.
- Recognized with the **Radical Candor Award** for leadership and communication clarity.

## Lifeflue

2018 – 2021

ORGANIZATIONAL LEADERSHIP

### Project Manager – Enterprise Web & Application Platforms

Digital product agency delivering enterprise web and application platforms.

- Reduced departmental turnover by 30% through mentoring, onboarding redesign, and leadership development programs.
- Led cross-functional product delivery across design, engineering, and client teams on enterprise web and application platforms.
- Championed accessibility and inclusive design as a strategic practice across all client engagements.
- Recognized with the **Radical Candor Award** for directness and team leadership.

## Balfour & Co.

2017 – 2018

DIGITAL COMMERCE

### Product Manager, B2B & B2C

Led digital product initiatives supporting the company's eCommerce platform.

- Led digital commerce transformation that grew online sales by 20% and lifted marketing ROI by 15% through product hierarchy optimization and disciplined A/B testing.
- Architected the company's first B2C consumer eCommerce experience, transitioning a legacy scholastic brand into mobile-first direct commerce.

## Independent Consultant

2010 – 2017

FOUNDATIONS

### UX Design, Front-End Development & Accessibility Consulting

- Provided digital product design and development services for nonprofits and small businesses with a focus on accessible, inclusive user experiences.
- Established a career-long practice of treating accessibility as strategic architecture – not a compliance checkbox.

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### SELECTED WORK

*Case studies framed by what changed – not what was built.*

#### Unifying a Fractured Product Landscape

Healthcare · Platform Strategy

Aligned multiple competing roadmaps into a single strategic plan, returning 62% Digital ROI and closing preventive care gaps for 4,500+ patients who would otherwise have missed treatment.

#### Reframing AI Triage as a Decision Platform

AI · Decision Systems

Turned a misdiagnosed "symptom checker" brief into First Contact Navigation – an EHR-integrated decision platform where 30% of users credited the appointment view with their next step into care.

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## Governance as a Product Surface

Platform · Governance

Treated the design system as a governance surface rather than a deliverable, cutting rework by 30% and preserving the top patient-app rating through a business-wide rebrand.

## Inclusivity as Product Strategy

Platform Strategy · Inclusivity

Bet on inclusivity as platform architecture — not a feature — turning Gold's Gym Now into a strategic asset in the brand's acquisition by RSG Group.

## Architecting B2C from Within a B2B Organization

Digital Commerce · Transformation

Guided a legacy scholastic brand into mobile-first consumer eCommerce, rebuilding the product operating model to support direct-to-consumer scale.

## Accessibility as Strategic Advantage

Governance · Risk Reduction

Made non-compliance the harder path — turning a WCAG AA mandate into a durable capability that didn't decay, establishing accessibility as a competitive differentiator.

### Education

#### Bachelor of Arts — Communication

American Sign Language Interpretation  
MacMurray College

### Certifications & Recognition

Agile Product Management  
AI for Product Management  
Diversity & Inclusion in Product Design  
*Radical Candor Award — Lifeblue, 2021*  
*Radical Candor Award — 900lbs of Creative, 2022*

### TOOLS & PLATFORMS

**Product Management** Jira · Confluence · Monday · ClickUp · Linear **Design & Collaboration** Figma · Miro · Canva · Adobe Suite

**Analytics** Power BI · A/B Testing Frameworks

**CMS** Sitecore · WordPress · Webflow

**CRM** Salesforce · HubSpot · PipeDrive