

Rafi Chaudhury ■ E: rafi.chaudhury@gmail.com ■ T: 416-819-9543 ■ [LinkedIn](#)

494 Avenue Road, Toronto, ON M4V 2J5

Profile: Experienced in healthcare SaaS SDLC with a track record of successfully executing digital projects in healthcare and finance. Detail- and data-oriented, I deliver projects on time and on budget with quantitative insights and effective resource planning. Canadian Permanent Resident.

Product Manager <i>FeelingBetterNow</i>	Mensante Corporation (www.feelingbetternow.com)	Mar 2013 - Present <i>Toronto, Canada</i>
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FBN is a mental health app that identifies risk symptoms, generates decision support and connects individuals with care providers. I led a major overhaul of the software that resulted in increased sales and a formal endorsement from the Mental Health Commission of Canada ([see news release](#)).

- Developed product roadmap and financial targets with executive management and MaRS Health
- Reduced recurring software costs with clear requirements (CMS features, flexible cloud hosting)
- Directly managed developer teams to identify issues and develop timelines to keep project on track
- Implemented CRM system and KPIs to track leads and simplify business development pipeline
- Secured sale with a leading enterprise client and facilitated several others to university groups
- Achieved increased search traffic by implementing a new SEO and content strategy
- Conducted pilot projects at healthcare sites to evaluate user engagement and perceived value.

Research Assistant Child Cognitive Development	Grand Challenges Canada (www.grandchallenges.ca)	Summer 2012 <i>Toronto, Canada</i>
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At GCC, I analyzed a portfolio of 11 multi-million dollar research projects to identify and resolve methodological and financial risks.

- Identified project cost savings through analyses of budgets and task list matrices
- Developed research reports and presentations for project managers and in-field researchers.

Project Analyst <i>Aid Program Evaluation</i>	Brad Herbert Associates (www.bradherbertassociates.com)	2010 - 2011 <i>Wittman, MD, USA</i>
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BHA is a strategic advisory firm focused on international development projects in health and education.

- Conducted needs assessments to match projects with subject matter experts within the BHA network
- Developed financial and resource planning strategy for project pipeline.

Business Analyst <i>Money Transmission Services</i>	Delwar Inc.	2009 - 2010 <i>Annandale, VA, USA</i>
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- Developed quarterly financial statements (US GAAP) for tax and regulatory reporting purposes
- Expanded business into multiple states by obtaining licenses and developing sales agent network.

Education

M.Sc., Global Health Management
McMaster University, 2012

Business Intelligence, Research Methods, Health Economics

B.A., Economics, Political Science
Middlebury College, VT, 2009

Statistics, Econometrics, Accounting