

Cale Reid

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10+ years building and leading cross-functional teams in healthcare and life sciences, shipping software for clinicians, patients, and researchers. Now designing and building AI products that explore how models collaborate, reason, and integrate into real workflows.

Selected Highlights

- Atria** Scaled product/engineering/design team 0→15; owned portfolio supporting \$100M+ annualized membership revenue.
- Atria** Built patient portal for longitudinal lab trending; normalized 1M+ lab results across 350+ biomarkers using custom taxonomy.
- Salvo** Led 0→1 launch across 30 states; achieved 100% 5-star Trustpilot reviews during tenure.
- Flatiron** Led on-prem → cloud migration with zero downtime and zero data loss; reduced latency 50% for 10K+ providers.
- Flatiron** Implemented SLOs that drove 50% reduction in P1/P2 incidents; saved \$300K/year in infrastructure costs.

Experience

Sabbatical

09/2025 – Present

Independent study in AI product development. Portfolio: calereid.xyz

Atria Health

04/2023 – 09/2025

Head of Product

- First Product hire; scaled product/engineering/design team from 0 to 15.
- Built patient portal for longitudinal lab trending; normalized 1M+ lab results across 350+ biomarkers using custom taxonomy.
- Built internal care management platform providing a unified view of appointments and results to ensure continuity of care.
- Built Chrome extension to surface patient context and insights directly inside the EHR to keep clinicians in workflow.
- Identified emerging speech-to-text AI capabilities and built HIPAA-compliant ambient scribing tool for a subspecialty department, reducing documentation time by 90%.

Salvo Health

01/2022 – 03/2023

Product Manager

- Led globally distributed team of 10 from conception to launch of virtual GI clinic.
- Built patient mobile app enabling care delivery and async communication with gastroenterologists, health coaches, and care coordinators.
- Enabled providers to manage 3x previous caseloads by centralizing communications, tasks, and appointments in a provider web app.
- Built analytics infrastructure: event tracking, attribution, and marketing automation with RudderStack, Redshift, Mixpanel, and Braze.

Flatiron Health

07/2019 – 12/2021

Product Manager / Program Manager

- Led Reliability Engineering and Databases team of 7. Implemented SLOs that drove 50% reduction in P1/P2 incidents.
- Led on-premise to cloud migration with zero downtime, zero data loss, and 50% latency reduction for 10K+ providers.
- Rearchitected infrastructure, reducing AWS spend by \$300K/year.

23andMe

03/2018 – 06/2019

Research Program Manager

- Reduced clinical trial recruitment time-to-launch by over 50% by productizing bespoke processes.
- Primary contact for pharma partners, translating scientific requirements into recruitment operations.

Fred Hutch Cancer Center

09/2016 – 02/2018

Project Manager & Project Coordinator

Public Library of Science

03/2015 – 08/2016

Research Associate & Publication Assistant

Skills

Product Management	Cross-Functional Leadership; Team Building; Stakeholder Communication; Roadmap Execution; Strategy; Discovery
Product Development	0 to 1 Prototyping; MVP Development; Metrics; Instrumentation; Observability; Reliability; Cloud Infrastructure; CI/CD
AI	Context Engineering; Agentic Workflows and Coding; Speech-to-Text; LLM APIs; MCP; Tool Use
Healthcare	Clinical Workflows; HIPAA/Privacy; Labs and Biomarkers; EHR Integration; Care Management; Documentation; Scribing
Tools	Linear; Cursor; Claude Code; v0; Deepgram; Vercel; Mixpanel; RudderStack; Datadog; Sentry; GitHub; Figma; Slack; Miro

Education

University of San Francisco, Master's in Biotechnology

Cal Poly San Luis Obispo, Bachelor of Science in Biology