

Katherine (Serrurier) Cobert

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SNAPSHOT

Trained in Pragmatic Marketing (PMC-III) and non-directive interviewing, I seek to understand the problems people face in order to drive solutions. Having built B2B SaaS software from its infancy, my empathy, perseverance, and data-driven mindset enable me to make the users' issues my own. As a detail-oriented and strategic thinker, I seek to join a high-energy, cross-functional team. I can contribute my experience learning market personas and building product portfolios. My additional professional strengths include: project management, qualitative and quantitative research in public health and medicine, client support, and patient advocacy.

RELEVANT EXPERIENCE

Client Engagement Manager (CEM) at SignalPath • January 2017 – November 2017

I was a CEM for a clinical trial management SaaS solution, enabling clinical research teams to dramatically improve the ease and efficiency of their trial execution and financial management. As a product expert, I created strong client relationships.

- Managed 15-22 clients (more than 2x average CEM client load): onboarding, implementation, training, and ongoing support.
- Led user feedback & scoping sessions, wrote business feature requests, managed backlog, presented to Product Team.
- Created product update materials timed in accordance with new feature deployments.
- Championed new technology for backlog management, resulting in increased stakeholder visibility and prioritization insight.
- Conducted and analyzed client feedback surveys, developed client newsletter.
- Launched and managed Digitization Team (8 new hires): responsible for training, support, protocol tracking, and quality control.

Subject Matter Expert (SME) / Product Team at SignalPath • May 2015 – January 2017

As the only SME and 3rd employee of the company, when the product was only an idea, I defined and released the first SaaS platform to truly meet the needs of clinical researchers. Beyond a pragmatic design, my mission was building SaaS tools that researchers would want to use, in turn creating a network of users that our company would leverage for long-term success.

- Developed market-driven presentations on competition and product strategy for C-level team.
- Defined the modules, components, and features and proposed strategic roadmap that was adopted for MVP.
- Observed and documented user workflow processes and pain-points during on-site user visits (+10 observation visits).
- Wrote stories incl. acceptance criteria, created wireframes, and tracked user stories to ensure alignment with business goals.
- Participated in grooming sessions, performed user testing for QA team prior to releases.
- Demonstrated product on sales calls; had a 40% conversion rate from demo to client, highest amongst the sales team.
- Responsible for the platform's ability to build and run all clients' studies; handled 99% (+250) of all studies provided by clients.

Clinical Research Coordinator (CRC) at UC San Francisco Medical Center, Breast Oncology • July 2011 – July 2013

As a CRC, I managed multiple clinical trials and projects, including trials that led to FDA approval of hair-saving device for chemotherapy. This hospital-based role required excellent communication and teamwork with physicians, administrators, patients and their families, as well as external stakeholders such as CROs and pharmaceutical representatives.

- Certified facilitator in non-directive strategic decision making (SLCT & SCOPED processes); conducted +60 patient interviews.
- Oversaw +150 patients' study and clinical care coordination, data capture and management, and regulatory trial compliance.

EDUCATION

Colgate University • August 2005 – May 2009
B.A., *Cum Laude*, Geography (Honors)

Drexel U. College of Medicine • August 2013 – January 2015
Completed 3 semesters

CERTIFICATIONS

Pragmatic Marketing, PMC-III • November 2017
SLCT & SCOPED Facilitator, UCSF Decision Services • July 2011

TECHNOLOGIES

Jira, Balsamiq, Trello, Pendo, ProductPlan, Microsoft Office

TIDBITS

- I catch the int'l travel bug easily; my top trips include hiking in Kyrgystan, climbing Mt. Kilimanjaro, and living in Botswana.
- I played D1 tennis in college, but my favorite sport is (NBA) basketball. I've been a Warriors fan since they traded Monta Ellis.
- On weekends you can find me with my human-sized dog, Jax, exploring local hiking trails, at a dog park, or running errands.
- Favorite podcasts: Channel 33, StartUp, Reply All.

References and work samples available upon request

PUBLICATIONS

Mazor, M, Lee JQ, Peled A, Zerzan S, Irwin C, Chesney M, **Serrurier K**, Sbitany H, Dhruva A, Smoot B. *J. Altern Complement Med.* The Effect of Yoga on Arm Volume, Strength, and Range of Motion in Women at Risk for Breast Cancer-related Lymphedema. 2017 Oct 24.

Serrurier K, Liu J, Breckler F, Khozeimeh N, Billmire D, Gingalewski C, Gollin G. 2012. *J Pediatr Surg.* A multicenter evaluation of the role of mechanical bowel preparation in pediatric colostomy takedown. 47(1): 190-3.

PRESENTATIONS

"Collaboration between local, state & national cancer registries provides significant insights for breast cancer treatment in the clinical setting". Plenary session. National Cancer Registrars Association 39th Conference; San Francisco, CA. May 31, 2013.

"A multicenter evaluation of the role of mechanical bowel preparation in pediatric colostomy takedown". Presented at 42nd American Pediatric Surgical Association Annual Scientific Meeting; Palm Desert, CA. May 23, 2011.

"A multicenter evaluation of the role of mechanical bowel preparation in pediatric colostomy takedown". So. Cal. Chapter of American College of Surgeons 2011 Annual Scientific Meeting; Santa Barbara, CA. Jan 21, 2011.

POSTER PRESENTATIONS

Serrurier K, Hwang J, McGuire JP, Griffin AC, Melisko ME, Rugo HS. Chemotherapy (CTX) treatment patterns for early stage breast cancer (ESBC): Changing use of anthracyclines (A). Presented at American Society of Clinical Oncology; 2013 May 31-June 4; Chicago, IL.

Serrurier K, Hwang J, McGuire J, Griffin A, Melisko M, Rugo HS. Chemotherapy treatment patterns for early-stage breast cancer: Decreasing use of anthracycline-based regimens. Presented at American Society of Clinical Oncology Breast Cancer Symposium; 2012 September 13-15; San Francisco, CA.

Serrurier K, Glencer A, Hwang J, Esserman LJ, Rugo HS, Melisko M. Efficacy and safety of scalp cooling treatment for alopecia prevention in women receiving chemotherapy for breast cancer. Presented at San Antonio Breast Cancer Symposium; 2012 December 4-8; San Antonio, TX.

Rugo H, **Serrurier K**, Melisko M, Glencer A, Hwang J, D'Agostino Jr. R, Hutchins S, Esserman L, Melin S. Use of the DigniCap System to Prevent Hair Loss in Women Receiving Chemotherapy for Stage I Breast Cancer. Presented at San Antonio Breast Cancer Symposium; 2012 December 4-8; San Antonio, TX.

Serrurier K, Glencer A, Esserman LJ, Rugo HS, Melisko M. Efficacy and Safety of Scalp Cooling to Prevent Chemotherapy (CTX) Induced Alopecia: A Review of Available Data. Presented at UCSF Hematology Oncology Annual Research Retreat; 2013 February 1; San Francisco, CA.

Serrurier K, Glencer A, Hwang J, Esserman LJ, Rugo HS, Melisko M. Efficacy and safety of scalp cooling treatment for alopecia prevention in women receiving chemotherapy for breast cancer. Presented at UCSF Breast Oncology Program Retreat; 2013 January 24; San Francisco, CA.

Rugo, HS, **Serrurier K**, Melisko ME, Glencer A, Hwang J, D'Agostino Jr. R, Hutchins S, Esserman L, Melin S. Use of the DigniCap System to Prevent Hair Loss in Women Receiving Chemotherapy for Stage I Breast Cancer. Presented at UCSF Breast Oncology Program Retreat; 2013 January 24; San Francisco, CA.