

# Caleb Dunn

Tulsa, OK | [caleb@getstuffdunn.com](mailto:caleb@getstuffdunn.com) | [linkedin.com/in/caleb-dunn](https://www.linkedin.com/in/caleb-dunn) | [github.com/finish06](https://github.com/finish06)

## Summary

---

Product executive transforming healthcare technology through clinical expertise (PharmD) and platform vision. With 10+ years of experience, I have scaled product organizations, navigated complex regulations, and delivered solutions that align strategy with market needs and business objectives. Recognized for bridging clinical workflows with scalable solutions that providers adopt, I drive revenue growth, operational efficiency, and improved patient care while leveraging AI and technology to modernize healthcare delivery.

## Experience

---

**Director of Product**, DrFirst – Tulsa, OK

July 2025 – present

- Driving platform expansion to 5x ARR by 2028, with board approved plan, through focused market capture targeting 80% share
- Secured senior leadership approval doubling engineering resources to achieve dominant market position by addressing previously unserved enterprise segment
- Launched EHR go-to-market strategy targeting new buyer persona with validated interest from top-tier industry vendors
- Building product organization from ground up, scaling team 2x while establishing platform governance across 3 core products and 2 ancillary services
- Establishing high-performance culture centered on radical collaboration and ownership, enabling rapid iteration and market entry
- Developing talent pipeline through strategic hiring and mentorship, including coaching analyst to senior analyst to Product Manager promotion on adjacent team
- Translating platform capabilities into realized revenue across pharmacy and payer markets, validating commercial model with strategic early adopters
- Leveraging technical platform capabilities into new revenue streams by identifying underserved enterprise EHR segment that existing tools cannot address
- Identified strategic opportunity to disrupt incumbents by leveraging existing products as competitive moat
- Validated product-market fit with enterprise partners requiring native control and high redundancy, opening new buyer persona

**Senior Product Manager**, DrFirst – Tulsa, OK

June 2022 – July 2025

- Cultivated a high-performing team environment, mentoring peers and direct reports while leading strategic product planning sessions resulting in a comprehensive 3-year roadmap
- Successfully managed a product analyst and senior product designer, leveraging their strengths to drive key initiatives and foster collaboration across the organization
- Collaborated with stakeholders to develop product strategy that directly contributed to company's annual growth targets of 15%
- Initiated and led a 0-1 product effort launching Gadget Prescription Orchestration, creating vision, roadmap, and requirements while successfully leading a cross-functional team of six
- Led Alerts 2.0 initiative, leading hypothesizing, designing, user feedback, and requirements development, resulting in 50% reduction in user clicks/taps and significantly increased customer satisfaction
- Championed user-first design philosophy, receiving unprompted acclaim from end-users and praise from senior client leadership
- Secured and expanded relationship with \$2 million YoY client, strategically increasing yearly revenue by \$250,000 through new solution offerings

- Cultivated relationships with client senior leadership through strategic ideation and demonstrated seamless integration into existing solutions
- Aligned product development with regulatory requirements and market trends, ensuring maximum value without disrupting existing user workflows

**Product Manager**, DrFirst – Tulsa, OK

June 2021 – June 2022

- Uncovered and acted upon low-lift development and data clean-up opportunities, improving quality performance score and capturing +\$1.2 million in previously unrecognized revenue
- Implemented analytics-driven approach to identify product enhancement opportunities with highest ROI potential
- Provided critical inputs during major business planning cycles, utilizing expanded regulatory knowledge to align with business objectives
- Aligned product development with overall business objectives, showcasing forward-thinking and strategic business alignment
- Developed comprehensive product requirements that balanced technical feasibility, user needs, and business objectives

**Clinical Product Analyst**, DrFirst – Tulsa, OK

Sept 2019 – June 2021

- Directed and led a cross-functional team in the development of an e-prescribing backend aggregator service
- Navigated complex technical challenges and managed stakeholder expectations effectively, ensuring project continuity through deliberate and strategic leadership
- Translated complex clinical workflows into technical requirements for development team
- Implemented real-time monitoring systems for critical processes, enhancing product reliability and performance
- Enhanced high product reliability and bolstered stakeholder trust through immediate issue awareness and resolution
- Led cross-functional team to implement technical solutions that improved system reliability by 100%, eliminating critical outages and achieving system stability

**Pharmacy Informaticist**, Ascension Technologies – Tulsa, OK

Mar 2016 – Sept 2019

- Developed and maintained pharmacy system standards to ensure optimal EMR functionality and user experience
- Analyzed system issues and developed solutions to enhance operations and clinical outcomes
- Collaborated with pharmacy staff to design and maintain pharmacy information solutions, improving workflow efficiency
- Fostered colleague skills development through guidance and technical support

**Pharmacist**, Saint Francis Children's Hospital – Tulsa, OK

Dec 2014 – Apr 2021

- Reviewed medication orders for safety and appropriateness, ensuring patient well-being
- Led and supervised support staff, maintaining adherence to pharmacy policies and procedures
- Provided medication information and education to enhance provider and patient understanding
- Participated in multidisciplinary care teams to improve clinical outcomes and medication safety

**Clinical Staff Pharmacist**, Jane Phillips Medical Center – Bartlesville, OK

Sept 2014 – Mar 2016

- Established strong relationships with physicians and ancillary staff, fostering a collaborative environment
- Guided and influenced physician decisions based on pharmacology knowledge to improve patient care
- Conducted presentations and discussions to physician and nursing staff, improving clinical knowledge
- Implemented critical brain hemorrhage protocol that ensured timely TXA administration within 3-hour window for applicable patients, optimizing treatment efficacy and patient outcomes

## Areas of Expertise

---

**Product Strategy & Leadership:** Strategic product planning & roadmap development, New product development (0-1 launches), User-centric design & UX improvement, Product lifecycle management, Revenue growth & optimization strategies

**Healthcare Domain Knowledge:** EMR technologies & healthcare data systems, Clinical workflow optimization, Healthcare regulatory requirements, Pharmacy systems & medication management, Healthcare IT infrastructure

**Technical & Development Skills:** Agile & Scrum methodologies, Data analytics & performance metrics, Technical requirement definition, API integration & system architecture, Healthcare data interoperability

**Team & Stakeholder Management:** Cross-functional team leadership, Client relationship management, Executive stakeholder communication, Team mentoring & development, Strategic partnership building

## Education

---

**Southwestern Oklahoma State University**, Masters in Healthcare Informatics and Information Management – Weatherford, OK 2021

**Wesley Medical Center**, ASHP-Accredited PGY1 Residency in Pharmacy Practice – Wichita, KS 2014

**Drake University**, Doctor of Pharmacy in Pharmacy – Des Moines, IA 2012

## Professional Licensure

---

**Registered Pharmacist, #1-15889:** Kansas State Board of Pharmacy (2013 - Present)

**Registered Pharmacist, #15233:** Oklahoma State Board of Pharmacy (2012 - Present)