

Eric Loxton

Roswell, GA | [LinkedIn](#)

Product Growth | Digital Strategy & Execution | Innovation & Rapid Experimentation | AI-Accelerator

EXECUTIVE SUMMARY

Product strategy and execution leader with 14 years of experience translating complex consumer challenges into validated product strategies, funded MVPs, and scalable digital experiences. Recognized for combining deep data analytics, rapid experimentation, and cross-functional leadership to uncover competitive market opportunities and secure funding for enterprise-wide strategic initiatives. Proven track record of de-risking investments, informing operational governance, and accelerating execution across digital-first omnichannel experiences.

CAREER HIGHLIGHTS & IMPACT

- **Business Development & Funding:** Spearheaded enterprise-level product strategy, successfully securing multi-million dollar investments for innovative products, new digital capabilities, and features improvements to solve unmet consumer needs and reduce friction in the experience.
- **Omnichannel Digital Strategy:** Directed unified digital strategies that bridged fragmented member journeys while unlocking significant operational savings and new revenue streams.
- **Product Parity:** Led strategic research initiatives to identify full competitive parity opportunities with challenger products, new technology capabilities, and digital experiences for senior leadership.
- **Operating Model Transformation:** Established a Lean Product Validation operating model within Human-Centered-Design, leveraging AI-enabled research and rapid prototyping to drastically accelerate discovery timelines and pivot investments away from high-risk concepts.
- **Strategic Governance & Market Expansion:** Leveraged comprehensive current-state data analysis and market analysis to uncover competitive opportunities, driving market expansion strategies and informing enterprise governance models for digital experiences.
- **AI Enablement & Talent Development:** Served as an early AI pathfinder across the enterprise, presenting use cases to senior leadership, developing reusable toolkits and agents to improve workflows, and coaching teams on AI best practices for product discovery; also supported talent development through mentoring, onboarding, and interviewing.

CORE SKILLS

- **Design & Discovery:** Problem Framing | Service Blueprints & Member Journey Mapping | Human-Centered Design | Customer Research | Quantitative & Qualitative Synthesis | Lean Canvas | Opportunity Solution Trees | Co-Creation & Workshop Facilitation
- **Innovation & Validation:** Concept Development | MVP Definition | Vibe Coding | Risky Assumption Testing | Rapid Due Diligence | AI Insights & Automation
- **Strategy & Execution:** Enterprise-Level Strategy | Program Management | Business Development | Roadmap Strategy | Executive Storytelling | Cross-Functional Leadership | Healthcare Policy & Legal Partnership | Market Analysis | White Space Mapping

PROFESSIONAL EXPERIENCE

Product Growth Director | *Elevance Health, Chief Consumer Office* | Apr 2025 - Present

- Lead rapid product discovery and validation for new growth concepts, partnering across Product Development & Innovation, Human-Centered Design, Engineering, Commercial Business, Sales, Broker Relationships, Legal/Regulatory, Finance, and external partners to de-risk ideas before major investment.
- Supported the business case and product design for an innovative commercial health plan targeting **\$289M in total revenue** and **\$84M in operating gain through 2030**; successfully received **\$5M+ of investment to start development**.
- Supported a product parity strategic initiative to achieve full competitive parity with the leader in Alternative Health Plans, Surest, by 2028, drafting a detailed executive proposal that established new technology stack goals and product OKRs for senior leadership.
- Helped **pivot a \$5M investment** away from an unfavorable product design after early consumer validation identified desirability, comprehension, and competitive differentiation risks.
- **Synthesized evidence from 1,350+ consumers** across multiple studies to refine value proposition, target market, personas, design risks, pilot audience, and MVP investment recommendations.
- Applied AI to accelerate test planning, stimulus creation, mixed-method synthesis, and recurring pattern detection, **compressing research synthesis** from roughly **2-3 weeks to 1-3 days**.
- Presented weekly learnings to Staff VP and SVP audiences, influencing roadmap prioritization, concept refinement, product design, funding discussions, and pilot direction.
- Shaped the Growth Studio operating model with partners across HCD, product, and design to rapidly build, measure, and learn from consumer-centered growth concepts.
- Design rapid experiments and feedback loops to validate desirability, pain-fit, affordability perceptions, behavioral risks, feasibility considerations, and line-of-business scalability.
- Built reusable Lean Canvas and product validation templates to improve consistency, speed, and quality of product discovery across future growth initiatives.

Customer Experience (CX) Strategy Director | *Elevance Health, Chief Consumer Office* | May 2024 - May 2025

- Co-led a strategic brand loyalty initiative, analyzing external cross-industry NPS benchmarks and internal data to define the enterprise-level vision, uncover misalignment between transactional and relational metrics, and shape product, CX, and business model evolution path to strengthen consumer relationships.
- Delivered enterprise-level omnichannel CX strategies for healthcare consumers, focused on improving satisfaction, reducing operational costs, and identifying growth opportunities across member journeys.

- Shaped digital strategy for benefits navigation, access to care, cost transparency, and AI-enabled experience layers designed to connect fragmented member journeys and answer key cost, benefit, claim, and care questions.
- Translated consumer pain points, business priorities, operational complexity, and technology opportunities into executive-ready readouts that aligned leaders around investable product directions.
- Collaborated with dedicated product leads for Find Care, Benefits, Claims, and Analytics to align existing roadmaps with pain points and opportunities, supporting the quick win business case tied to improving effort scores, with **\$10+M in total funding requests**.
- Conducted an in-depth current state and competitive analysis of public and secure Find Care experiences to identify competitive opportunities for the expansion into new markets that now inform the new Find Care governance effort within the Chief Consumer Office.

Lead Product Manager, Digital Experience | *Elevance Health* | *Mar 2022 - Jun 2024*

- Owned product strategy and roadmap development for Medicare digital experiences serving **2.4M+ members**, aligning Medicare business, sales, market, analytics, design, and engineering stakeholders around member needs, business outcomes, and value-based prioritization.
- Led annual Medicare product launch planning for our digital platform by translating business product requirements into experience & technology requirements, delivery scope, and annual funding requests of **\$1.5M+**.
- Built data-backed business cases for digital capabilities, including a **\$650K+ investment** for supplemental benefits and new benefits navigation improvements, partnering cross-functionally to validate member needs, define MVP features, estimate LOE, and secure funding.
- Brought a previously siloed organization into a single value team with clearer outcomes, roadmap governance, funding alignment, and shared delivery accountability across business and technology partners.
- Evangelized the importance of digital experience for Medicare members, shifting business perception that seniors were not digitally engaged and highlighting the distinct needs, behaviors, and expectations of the 65+ market.

Senior Product Manager / Lead Product Manager | *Verizon* | *2019 - 2022*

- Built a first assisted digital checkout experience that enabled service representatives to send customers a secure mobile checkout link to review order changes, confirm costs, view next bill impacts, and complete purchases. This novel product improved order transparency reduced post-sale support needs, and lowered risk of unauthorized order changes; resulting in a **reduction of 500K call center calls and generating \$6.5M+ in annual savings**.
- Led product strategy and execution for an AI-powered Next Best Channel orchestration experience, aligning 10+ organizations and four channels around an omnichannel roadmap using machine learning to predict purchase propensity, journey friction, and the optimal channel for conversion.
- Translated the Next Best Channel strategy into a cross-functional three-year roadmap with UX, research, data science, engineering, and channel leaders, projected to **generate \$10M+ in annual revenue**.

Digital Marketing Consultant / IT Project Manager & Business Analyst / Leadership Development Program | *Verizon* | *2011 - 2019*

- Built a strong product and technology foundation across digital product management, customer analytics, digital marketing, IT project management, enterprise architecture, change management, billing, payments, self-service, and software delivery.
- Supported digital transformation initiatives focused on agile software delivery, customer self-service, call reduction, technology/process modernization, and large-scale delivery across complex enterprise organizations.

EDUCATION

Bachelor of Science, Information Technology Management | Bloomsburg University