

LAZAR A. LALONE

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New York, NY

EXPERIENCE

AMBIENCE HEALTHCARE

Principal, Product & GTM Strategy

San Francisco, CA

08/24 - 03/26

Value Engineering | Customer Proof

- Led full-stack ambient AI deployments from pre-sale through enablement and v1 → v2 iteration; drove the highest adoption in company history at \$4B payer-provider system (NPS +86)
- Built the company-wide ROI workstream converting customer outcomes into repeatable proof; became the primary value story in both pre- and post-sales, with analysis turnaround cut from 21 to 4 days

INDEPENDENT VENTURE

Founder & Builder, Multi-Brand AI-Native Content System

New York, NY

2026 - present

AI-Native Marketing | Automation Systems

- Took 3 brands 0 → 1 on a system of 10+ production agents: trend research, brand-voice copy, carousel design, scheduling, publishing, and analytics across Instagram, TikTok, and YouTube; engagement data drives a self-improving loop across voice, timing, and model selection
- Built the entire stack solo, front end and back end, and published consumer iOS app to the App Store; Claude Code, Anthropic SDK, Python, Vercel, GitHub, Cursor, Airtable, and Publer

AMAZON

Senior Product Manager

Seattle, WA

07/22 - 08/24

Product Marketing | Roadmap Design

- Led organization-wide strategy for Prime Day 2023; 6.6M in unit sales, 133% attainment to forecast; captained cross-functional team including operations, finance, design, legal, and R&D stakeholders
- Accelerated growth of emerging Mexico business through marketing health review and corrective measures; increased YoY sales by 7% and drove an additional 11% of total first-time shopper transactions

GTM Strategy | Demand Generation

- Spearheaded expansion of onsite “ways to pay” including credit card offers, and buy now, pay later; grew premium product sales by 23% in US, 101% in Mexico YoY (251K units)
- Built net-new outbound lifecycle campaigns and content calendar (email, push, and SMS), driving a 21% increase in open rates, 15% boost in click-through rates within first 90 days

EPIC SYSTEMS

Senior Healthcare Consultant (11/19 - 12/22)

Account Executive & Implementation Director (07/17 - 11/19)

Team Lead (08/18 - 03/19)

Product Manager (02/16 - 12/18)

Madison, WI

02/16 - 12/22

Global Leadership | Project Management

- Led cross-functional team of 68 staff; collaborated with executive leadership, operations, IT, and third-party vendors to deliver high-impact solutions for hospital system with \$3.6B in annual revenue
- Directed 6 concurrent software implementations including patient portal, hospital infection management, rehabilitation center documentation and reimbursement, and organ transplant projects; 30 total direct reports

Innovation | Problem-Solving

- Conceived, designed, and pitched new version of software suite as part of 10-person team; Epic’s “Sonnet” product was announced at Health Information and Management Systems Society’s (HIMSS’) annual conference in 2017
- Collaborated with R&D and designers to ship predictive ML model in Microsoft Azure; model leverages 100 data points, gives users 90 minutes incremental lead time

EDUCATION

CARNEGIE MELLON UNIVERSITY

Master of Business Administration - MBA

Pittsburgh, PA

CARNEGIE MELLON UNIVERSITY

Bachelor of Science in Biological Science and Psychology

3.9/4.0

Pittsburgh, PA

ADDITIONAL INFORMATION

- Skills: Claude Code, Anthropic SDK, agentic frameworks, Python, SQL, AWS, Salesforce, Airtable, Publer, Vercel, GitHub, Cursor, Figma, Tableau
- Interests: Alpine skiing, Pilates, film noir, sending hand-written notes for all occasions