

Product leader building AI-enabled healthcare platforms in regulated, data-sparse markets where standard models don't operate—let alone perform.

Built and led a 6-person cross-functional team—analytics, engineering, CRM, media, and SEO—while owning 4 product lines and \$6M in media program revenue.

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AMBIT • REMOTE • 2022-PRESENT

Principal, Digital Transformation

2024–Present

Lead a portfolio of AI-enabled healthcare products spanning rare-disease patient identification, genetic-therapy eligibility, and launch intelligence—establishing shared configuration, PHI-separation, and analytics infrastructure that reduced setup from months to <8 weeks.

Rapid AI-assisted prototyping accelerated early-stage concept validation; established a handoff point between generative and deterministic tooling when component complexity exceeded reliable AI output—adopted as standard across the team.

Primary cross-functional lead across data science, engineering, regulatory, and commercialization teams; served as delivery lead managing a cross-functional team of 7 across program lifecycles for Large Pharma, Mid-size Pharma, and Emerging Biotech clients.

Patient Activate

Rare disease patient finding and activation platform

Case Study

Impact ~500 diagnosed patients activated · ~300 HCPs surfaced · ~5% penetration in a rare neurological condition within 12 months · >\$3M managed program investment

Defined segmentation logic, channel sequencing, and privacy architecture for 5 rare (<10,000 patients) disease programs—populations of 1,200–16,500 achieving measurable penetration and consent-based patient handoff to pharma brand partners for on-therapy transition across all 5 programs.

Managed cross-functional delivery across analytics, engineering, omnichannel, and CRM for 5 concurrent programs—end-to-end from scoping through launch.

Designed PHI-separation architecture after discovering ~50% Zoho Bookings API failure rate in initial intake design—rebuilt decoupled qualification/booking flow to ensure data integrity at scale.

Built an AI-enabled launch intelligence workflow translating structured disease and behavioral signals into reusable patient-finding and planning inputs—partnering with a healthcare data company and engineering team to operationalize the highest-leverage planning layer.

Disease Intel Canvas

A modular, compliance-structured launch intelligence system

Case Study

Impact 41% lower cost per identified patient · >3x qualified patients (<10 to >40) · >7.0x HCP handoffs (<5 to >20) · <8-week model setup · 5 concurrent programs supported

AI-powered planning, content, and optimization system built upstream of Patient Activate—turning disease research, market signals, and campaign learnings into compliance-structured launch assets, compressing creative production by ~500 hours.

Created the system concept, sequenced the build by business impact, and operationalized the highest-leverage components: audience intelligence, creative orchestration, and campaign learning.

Built a campaign learning loop feeding results back into keyword prioritization and audience planning—converting each launch into planning inputs for the next rather than starting from scratch.

Mutation Manager & Eligibility Sites

Genetic therapy eligibility platform

Case Study

Impact 2.2K+ mutations governed · 16 global HCP portals · 1M+ eligibility searches · 30+ Scientific and Regulatory users · 100% structured approval routing

Built a centralized mutation governance platform and physician-facing eligibility lookup system for a rare genetic enzyme disorder—replacing fragmented, email-driven classification workflows with a single auditable system of record connected to real-time HCP eligibility search across 16 global markets.

Directed a distributed cross-shore delivery team (Product, Analytics, Engineering, Design) to build a 16-country mutation governance engine—connecting regulatory approval workflow, audit logging, and approval-triggered HCP publishing in one system.

Translated 1M+ global HCP mutation searches into physician demand intelligence—revealing a 19-sequence global convergence set (c.644A>G the most-searched) that shaped UX roadmap and scientific prioritization, applying search analysis methodology used in digital landscape assessments.

Principal, Digital Studio

2022–2024

Impact \$6M Media Revenue · 250% practice area growth · 6 Person Team Build

Founded and led Ambit's Digital Studio from 0 to a 6-person team—analytics, engineering, CRM, media, SEO/SEM, and ad operations — establishing the operating model that reduced per-program onboarding complexity and became the foundation for Patient Activate's <8-week launch cadence.

Served as omnichannel SME partnering with global commercialization and strategy teams on digital landscape assessments and spend-impact measurement—synthesizing search demand, social listening, competitive benchmarking, and app ecosystem analysis to shape channel strategy and digital investment allocation.

Drove \$6M in media revenue and 250% practice area growth in under a year—by establishing repeatable delivery infrastructure, not incremental program volume.

HOLOGIC · MARLBOROUGH, MA · 2016-2022

Digital Marketing Director, Breast & Skeletal Health

2020–2022

Omnichannel commercialization strategy and clinical analytics product development for a global women's health MedTech brand—spanning HCP and patient audiences across digital, paid, and endemic channels.

Defined product requirements, roadmap, and UX/UI for Unifi Analytics—a BI platform for breast imaging centers integrating radiology datasets and DICOM-based modality outputs—in R&D partnership, bridging clinical data complexity and operational reporting needs.

Served as omnichannel lead orchestrating integrated campaign execution across HCPs and patients, managing external agencies, and overseeing digital lead generation, paid media, and social across Google, LinkedIn, Meta, YouTube, and programmatic media.

Project Health Equality

Addressing disparities in mammography access

Case Study

Impact +4.7% screening lift vs. baseline (Houston) · 27–38% estimated message penetration · +22.9pt Ad Recall vs. +5.9pt vertical norm · 3-geo repeatable measurement playbook

Drove 4,000+ incremental mammography exams at a single facility within 3 months through omnichannel activation among Black women, despite disparities in access, follow-through, and screening conversion; built a repeatable framework for future planning and measurement.

Detected +4.7% statistically significant screening lift in Houston vs. confounded results in Atlanta—attributing Atlanta's -5.5% to COVID-driven utilization spikes rather than media failure, and building a repeatable geo-selection playbook from the findings.

Designed a 3-geography offline-lift measurement framework—linking Breast Cancer Awareness Month media timing to Hologic Unifi exam volumes with a 90-day lag—to prove whether media drove completed mammograms among Black women, not just digital engagement.

Lead Digital Design Strategist, Global Brand

2016–2020

Directed digital experience strategy and hologic.com relaunch supporting the brand's repositioning as a global women's health leader—contributing to 20% organic traffic growth and establishing the design language used across subsequent product launches.

BOSTON, NEW YORK, BERLIN · 2006-2016

Earlier Creative Leadership

Art Director roles across Kenneth Cole, KKLD, and 451 Marketing—global campaigns and digital experiences. Foundation in visual communication, systems thinking, and audience-first design that runs through current product work.

Technical Skills

Healthcare & clinical data: FHIR, DICOM, ICD / CPT / NDC · PHI-separation architecture · rare disease patient activation · clinical claims modeling

Analytics & measurement: BigQuery, GA4, Looker · staged data pipeline design · CRM-level attribution · offline screening lift modeling

Product & development: Strapi CMS, GitHub, VS Code · CMS-configurable platform architecture · Zoho CRM/Bookings · custom API integration design

Design & prototyping: Figma · Adobe Creative Suite · generative-to-deterministic prototyping handoff protocols

AI tooling: OpenAI, Copilot, Cursor, Claude, Midjourney, Topaz AI · AI-assisted cohort generation · generative content workflow design

Research & intelligence: SEMRush, Google Keyword Planner, Brandwatch, Sprout Social, SimilarWeb, Data.ai · global digital landscape methodology · multi-market search and social analysis

Education & Clients

RISD | MIT | Bennington College · Client portfolio spans Large Pharma, Mid-size Pharma, Emerging Biotech, and Women's Health