

Anagha Venugopal

Product Owner | Healthcare SaaS | Product Research & Strategy

Kozhikode, Kerala, India | +91 94485 19475 | anagha.venugopal@outlook.com | anaghavenugopal.pages.dev

PROFESSIONAL SUMMARY

Product Owner with 3 years of experience leading healthcare SaaS product strategy at Zennode Technologies, currently owning DocHours, a clinic management platform covering appointments, patient records, billing, and digital visibility. Converts clinic workflows, doctor/stakeholder feedback, and healthcare compliance research — including ABHA/ABDM readiness, consent flows, and role-based access — into functional requirements, acceptance criteria, and execution-ready plans across all product modules. Runs customer demos, competitor and pricing research, and quarterly OKR/KPI reporting to align product direction with business goals, while supporting UAT and AI-assisted prototyping for new features. Brings a Biomedical Engineering (M.Tech) foundation that grounds product decisions in genuine domain expertise, and a track record of navigating shifting priorities in a fast-moving startup environment.

CORE COMPETENCIES

Product Ownership & Delivery Priority clarification, execution planning, Agile/Scrum collaboration, task tracking, UAT support	Healthcare SaaS Domain Clinic workflows, appointment journeys, patient records, admin dashboards, billing/revenue flows	Product Discovery & Research Customer demos, feedback analysis, competitor analysis, ICP research, pricing research, KPI tracking
Compliance & Access Research ABHA/ABDM research, consent flows, role permissions, auditability	Product Content & Documentation Documentation, website copy, blogs, newsletters, help content, video transcripts	Prototyping & Workflow Definition AI-assisted prototypes, workflow mapping, module concepts, user journeys, rough Figma wireframes

TOOLS & TECHNICAL EXPOSURE

Product & Collaboration Notion, Figma, Stitch, GitHub	Web, Content & SEO WordPress, WooCommerce/WordPress plugins, basic Ahrefs and Semrush exposure
Analytics & Testing Google Analytics, PostHog, Microsoft Clarity, HP ALM, SQL	Technical Foundation C, .NET, application support and testing exposure

PROFESSIONAL EXPERIENCE

Product Owner - DocHours <i>Zennode Technologies</i>	2024 - Present
- Support product research and execution for DocHours, a healthcare SaaS product focused on clinic operations, appointment workflows, patient records, billing, and digital visibility. - Plan tasks and initiatives, clarify feature requirements, support Agile/Scrum collaboration, support UAT/testing, and work with design and development teams to move improvements forward. - Defined functional requirements, acceptance criteria, business rules, and role-based workflows across all DocHours modules. - Conduct product demos for interested customers, collect feedback from doctors and clinic stakeholders, and convert insights into product direction, messaging, and feature priorities. - Research clinic workflows, ideal customer profiles, product-market fit signals, onboarding friction, customer activation, pricing, competitor positioning, and go-to-market opportunities. - Prepared and presented quarterly performance reports to management, tracking DocHours initiatives, OKRs, KPI status, completed work, roadblocks, and next-quarter priorities across product, SEO, content, activation, and growth. - Conducted detailed ABHA/ABDM research for DocHours, including implementation readiness, consent flows, role permissions, auditability, and product implications. - Researched improvements to the Patient 360 consultation module and proposed an enhanced patient communication model with expanded message touchpoints to improve clinic-patient communication. - Created AI-assisted product prototypes for advanced admin dashboards, leave management, and invoice/revenue reconciliation, defining workflows, user needs, module behavior, and acceptance criteria before design/development handoff.	
Content Writer <i>Zennode Technologies</i>	2023 - 2024
- Learned company WooCommerce/WordPress plugins by installing, testing, and documenting workflows from a user perspective. - Created step-by-step plugin documentation with screenshots, covering setup, configuration, user actions, and end-to-end usage flows. - Wrote product content, blogs, website copy, newsletters, onboarding content, feature explanations, customer emails, WhatsApp messages, social media content, and LinkedIn articles for WooCommerce plugins and DocHours. - Created DocHours content plans and ideas for Instagram posts, reels, LinkedIn posts, and customer communication; supported link-building outreach through email communication. - Worked across multiple products simultaneously, collaborating with designers and marketers to align content with product behavior, design requirements, and marketing goals.	

Assistant Professor

2019 - 2020

KMCT College of Engineering for Women, Kozhikode

- Taught Medical Robotics, Advanced Microprocessors and Microcontrollers, Principles of Radiodiagnosis and Radiology, and Medical Image Processing.
- Served as placement coordinator for B.Tech students, supporting academic coordination, student guidance, and career-readiness activities.

Programming Analyst Trainee

2017 - 2018

Cognizant Technology Solutions, Chennai

- Worked in application support for GlaxoSmithKline clients across the UK, USA, and Malaysia, supporting digital solutions used in life sciences operations.
- Supported issue identification, resolution workflows, and application testing activities in an offshore development center environment.
- Received recognition from CTS Chennai and special appreciation from GSK Malaysia for dedication and timely completion of application testing work.

EDUCATION

M.Tech in Biomedical Engineering

2014 - 2016

VIT University

Completed with distinction. Thesis: Antimicrobial nanofibrous coating on covalently modified titanium.

B.Tech in Electronics & Biomedical Engineering

2010 - 2014

Model Engineering College, Thrikkakara

Completed with first class.

RESEARCH, INTERSHIPS & RECOGNITION

- **M.Tech Research:** Developed and analyzed antimicrobial nanofibrous coating on covalently modified titanium using electrospinning and electrospraying at the Centre for Stem Cell Research, Vellore and VIT University.
- **Internships:** Centre for Stem Cell Research, Vellore; Terumo Penpol, Trivandrum; KIMS Hospital and Surgical Centre, Ernakulam.
- **Awards:** Recognition from CTS Chennai; special appreciation from GSK Malaysia; Preliminary English Test with merit from University of Cambridge ESOL Examinations.
- **Languages:** English, Malayalam, Hindi, and Tamil.