

Roy Pereira

Senior Product Manager shipping a CE-marked medical device used by patients managing chronic conditions at home. *The connector between people and possibilities* — building digital health with empathy at scale.



— THE CONNECTOR —

I help digital health teams ship things patients actually trust. Empathy first, then the roadmap.

01 · DOMAIN

Digital health

Remote patient monitoring, chronic-condition care, MDR-regulated software as a medical device.

02 · CRAFT

Product & UX

iOS HiG, Material 3, Liquid Glass. A PM who prototypes in Figma and reads the codebase.

03 · SUPERPOWER

Connecting people, across cultures

Coordinate product across teams in India, Japan, US, Mexico & NL. Async-first written discipline, cultural calibration, the patience to know a "yes" isn't always a yes.

Each strength, one line of evidence. No fluff.

02 · PROOF

01	Al-native operating	Claude Code daily — for UX prototypes, PRDs, iOS debugging, multi-agent automation. The work that used to take a PM, an engineer, and a designer two weeks now takes me a day.
02	Delivery & execution	Shipped a multi-agent Linear triage and RCA pipeline on GitHub Actions — polls 14 teams every 15 minutes, classifies tickets, posts code-level root-cause analysis straight onto the ticket.
03	Roadmap & prioritization	Helped take a CE-marked SaMD from monthly to weekly releases — coordinating a single iOS/Android codebase across 5 product teams under MDR. Used by ~70% of Dutch hospitals.
04	Stakeholder management	Authored the shared release process aligning developers, testers, designers and POs across 5 teams — the doc people link to in Slack when there's ambiguity. Now onboarding for every new hire.
05	Cross-cultural coordination	Ship product across teams in India, Japan, US, Mexico & NL. Async-first written discipline, cultural calibration, and the patience to know a "yes" isn't always a yes.
06	Agile transformation	Co-led a 100+ engineer org from chapter-based Scrum to Team Topologies value streams running flow-based Kanban — and took the release cadence from monthly to weekly on a CE-marked SaMD.
07	Technical fluency	Full-stack and iOS background — Swift, React/Node, SQL, CI/CD. A PM who reads the code, prototypes screens, and ships PRs alongside engineers.
08	Product strategy & vision	Reframed onboarding for OMRON Connect's "continue without account" path — benefit-first UX writing that respected privacy, drafted in Claude, refined in Figma.
09	Healthcare domain	Shipping MDR-compliant SaMD across 150+ conditions, 11 countries, and 25M+ patient registrations. Fluent in RPM, chronic-condition care, clinician-patient handoff.
10	Discovery & user research	Audited OMRON Connect data flows from the patient's perspective to surface privacy decisions worth raising in-app.
11	Data & analytics	Firebase, Mixpanel, BigQuery as a working PM toolkit — instrumenting and querying flows directly, not waiting on handoffs.

A typical day, re-tooled.

I work with Claude Code daily. PRDs that took half a day take an hour. Screens that needed a designer's queue ship the same morning. iOS bugs get triaged before standup. The PM workflow rebuilt around a tool that compounds.

MORNING	Draft PRDs & specs	Claude Code · Notion · Linear	MIDDAY	Prototype UX flows	Claude · Figma · iOS HiG
AFTERNOON	Debug & ship code	Claude Code · Xcode · Swift	EVENING	Run automations	Claude · GitHub Actions · BigQuery
ALWAYS	Read the codebase	Claude Code · GitHub · grep, like an engineer	ALWAYS	Talk to patients	Voice · transcript → Claude for synthesis

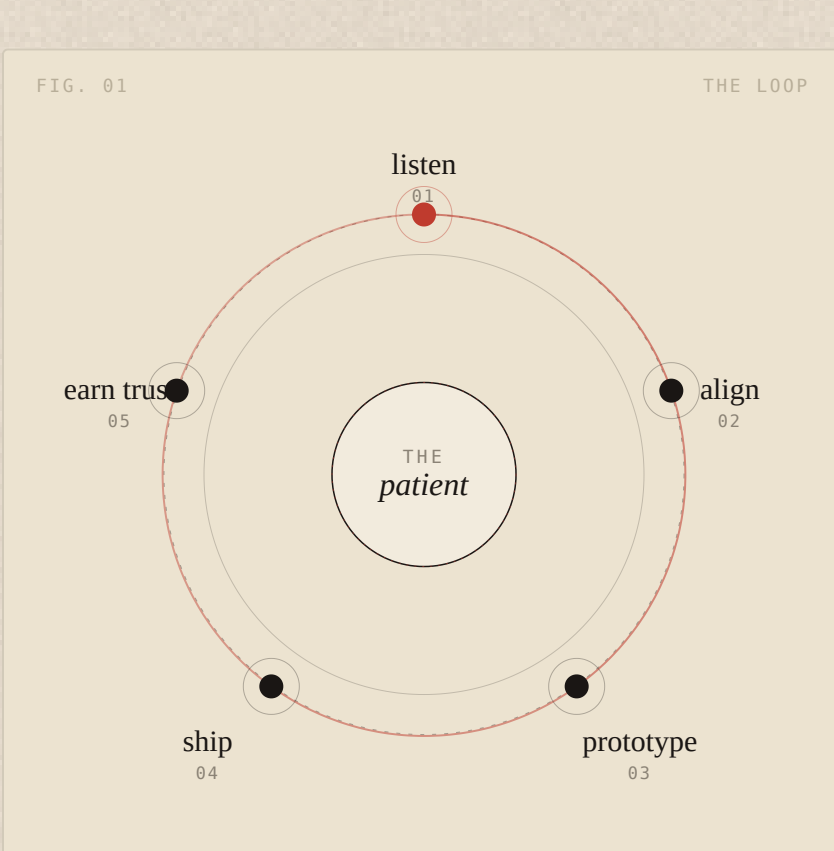
Most PMs spent 2025 writing PRDs about AI features. I spent 2025 operating with AI — and the output looks different.

04 · METHOD

Every cycle earns the next.

A patient reframes the problem. Shared understanding aligns five teams. A prototype turns the insight tangible. The ship improves an outcome.

And the trust earned by shipping something useful opens the next conversation — deeper than the last. That's empathy at scale.



Four things I built recently. All shipped.

CASE · 01 — AUTOMATION

Linear triage & RCA pipeline

Multi-agent system that polls Linear every 15 minutes, classifies tickets, routes them to the right of 14 teams, and posts code-level root-cause analysis straight onto the ticket.

GH ACTIONS · CLAUDE · OCTOKIT — SHIPPED

CASE · 02 — PROCESS

5-team release process for a CE-marked SaMD

Authored the source-of-truth release doc coordinating 5 product teams on a single iOS/Android codebase — the playbook that lets us ship weekly (from monthly) under full MDR compliance. The doc people link to in Slack when there's ambiguity.

PROCESS · MDR · SCRUM — SHIPPED

CASE · 03 — AI TOOLING

Crashlytics investigation pipeline

Daily headless Claude run that pulls new fatal crashes from BigQuery, reads the iOS codebase, and files a draft Linear ticket with a proposed fix — before anyone's even at their desk.

BIGQUERY · CLAUDE CODE · SWIFT — SHIPPED

CASE · 04 — TRANSFORMATION

Agile transformation, 100+ engineers

Co-led a global engineering org from chapter-based Scrum to Team Topologies value streams running flow-based Kanban. Outcome that stuck: release cadence went from monthly to weekly on the CE-marked app.

TEAM TOPOLOGIES · KANBAN · ORG DESIGN — SHIPPED



Master in agile transformation and experienced product manager.

— REFERENCE · FORMER COLLEAGUE

06 · HELLO

Let's build something that matters.

Open to senior product roles in digital health, regulated software, and consumer healthtech. Based in Apeldoorn. Operate fluently across time zones — happy to ship from anywhere, happy to fly anywhere it matters.

Connect on LinkedIn
/IN/RPEREIRA

Send a message
HELLO@ROYPEREIRA.NL

Download as PDF
THIS PAGE · 644 KB