

MICHAEL LOCK

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Senior Product Marketer · Healthcare and clinical/technical products · Storytelling, positioning, and 0-to-1 launches

EXPERIENCE

Clarity RCM

Head of Marketing (Founding Marketer)

San Francisco, California

2025 - Present

- Built Clarity's positioning, messaging, and brand narrative from scratch, and produced the foundational assets that carry it: website, sales decks, and collateral. The work drove a 300% increase in qualified inbound, a 30% increase in win rate, and \$7M in closed-won ARR (35% increase YoY).
- Launched The Practice Layer, a weekly healthcare-industry newsletter, implemented a fully automated AI content generation pipeline, and grew it from zero to over 5K subscribers at a 53% open rate (3x the 16% category benchmark); this channel generated over \$1.5M in pipeline within the first 3 months.
- Managed a \$150K events budget along with external vendors and agencies (PR, creative, video) to scale output without adding headcount, resulting in \$3M ARR from new logos.
- Spotted a reporting gap for practice users, validated demand, and vibe-coded a working prototype dashboard; it secured engineering investment and a roadmap commitment.

Elation Health

Principal Product Marketing Manager

San Francisco, California

2023 - 2025

- Led GTM for a 0-to-1 clinical AI scribe: turned a complex clinical product into clear positioning, packaging, and a launch narrative; scaled to \$3M ARR in year one and established Elation's AI category presence in primary care.
- Owned end-to-end GTM for a new billing product launch: built positioning, sales enablement, demand motion, and customer marketing; drove the product to \$5M ARR within 18 months, the company's second-largest revenue line, biggest product launch to date, and first strategic acquisition.
- Designed and rolled out a good-better-best pricing and packaging architecture that lifted attach rate nearly 40% and expanded ARPA roughly 1.75x within two quarters; the framework stayed in use after I left.

360training

Product Marketing Lead, Healthcare Vertical

Austin, Texas

2022 - 2023

- Built the PMM function from zero to a team of four, and stood up the healthcare vertical's GTM and competitive-intelligence motion. The team overhauled positioning for B2B, achieving 40% operating margin and \$7M incremental ARR for the business unit.
- Owned GTM for an acquired HIPAA compliance exam product line, taking it to \$10M ARR within 12 months as the fastest-growing line in the portfolio.

ExSite

Fractional Product Marketing

Austin, Texas

2018 - 2022

- Directed end-to-end GTM and built reusable launch frameworks (positioning canvas, ICP methodology, messaging frameworks, launch-readiness checklists) for over 30 clients, adopted as their internal standards; generated 70%+ repeat and referral business.

Meta

Product Operations Analyst, Platform

Austin, Texas

2016 - 2018

- Supported the launch and scaling of Facebook Gaming from 0 to 500K MAU: coordinated readiness across product, engineering, and ops, and resolved launch-blocking issues during the ramp.

Accenture

Financial Operations Analyst

Austin, Texas

2015 - 2016

- Financial operations analyst on the Meta finance BPO (procure-to-pay analysis and reporting); converted into a full-time role at Meta.

EDUCATION

Purdue University

Electrical & Computer Engineering

West Lafayette, Indiana

2014 - 2016

PROJECTS

humanizer *Markdown skill spec, Claude* github.com/milock/humanizer

Drop-in writing skill that scrubs AI tells before you ship. humanizer is a single markdown skill file that catches the patterns giving AI writing away and rewrites them without flattening the author's voice. It installs into Claude Code, pastes into Cursor, or runs as a system prompt against the Anthropic, OpenAI, or any other API - LLM-agnostic, Anthropic Skills compliant, stable.

polysearch *Python, Qdrant, Perplexity, Claude, Firecrawl* github.com/milock/polysearch

Multi-source research pipeline that verifies its own citations. Runs a topic through up to four research layers in parallel, synthesizes the findings, and then checks every cited source against the page it actually scraped before writing the report. It ships three ways from one codebase: a pip-installable Python CLI, a Claude Code skill, and an agent template.

thriftly.xyz *Next.js 16, TypeScript, Tailwind CSS 4, Leaflet, U.S. Census* github.com/milock/thriftly

Find the Goodwill with the best stuff. Thrift donations track local wealth, so the same chain can be a goldmine in one neighborhood and picked-over in another. thriftly ranks nearby Goodwill and thrift stores 0-100 by how affluent the surrounding area is, using free Census data and OpenStreetMap. The scoring model is fully explainable - every store card shows the raw numbers behind its rank.

CERTIFICATES

Core Product Marketing Manager (PMMC)

Product Marketing Alliance
2022

CORE COMPETENCIES

Product Marketing:	Positioning & Narrative, Messaging, 0-to-1 Product Launches, Sales Enablement
Storytelling:	Decks, Websites, Sales Collateral, Customer & Technical Content
AI-Native:	Self-Built Multi-Agent Content Systems, AI-Powered GTM
Domain:	Healthcare, RCM, EHR, Clinical & Technical Products