

SHIVANI SHOURIE

MBBS · MBA | Physician · Clinical Product Leader · Healthcare AI & Data

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PROFILE

Physician-turned-product leader with 18+ years at the intersection of frontline clinical care, hospital operations, and digital health platform development. Early exposure to India's public primary healthcare system as a Rural Medical Officer with Punjab Medical Services — delivering care within, and coordinating referrals through, the government health system — continues to inform my understanding of how national health programmes and the NHM ecosystem operate on the ground. Uniquely positioned to bridge the gap between clinical meaning and machine-readable data — having designed clinical audit frameworks, owned EHR implementation, led quality accreditation (JCI/NABH), and built AI-powered products from zero to one. Brings credibility with doctors, hospitals, government stakeholders and technology teams alike, combined with a track record of building partnerships, defining clinical quality standards, and commercialising complex products.

CORE COMPETENCIES

Clinical Workflow Design & SOPs · Government & NHM Health Systems · Healthcare Partnerships (Hospitals, Labs, Diagnostic Chains) · AI/ML Product Strategy · Go-to-Market & Business Development · EHR & Clinical Operations · JCI/NABH Accreditation · Stakeholder Management · 0-to-1 Product Building

PROFESSIONAL EXPERIENCE

Independent Clinical & Digital Health Advisor | India Jan 2026 – Present

Advises early-stage health tech founders on product strategy, clinical validation and go-to-market readiness.

- Review product concepts and provide strategic input on clinical validation, evidence generation and user adoption.
- Support product strategy, value proposition development and go-to-market readiness.
- Bridge clinicians, product teams and business stakeholders to keep solutions clinically relevant and operationally feasible.
- Help founders navigate healthcare ecosystem partnerships, including clinicians, hospitals and innovation partners.

Medical lead | Aspire Education, UK Jan 2025 – Dec 2025 (Advisory Jan 2019–Dec 2024)

Full-cycle product and programme leadership on a digital learning platform serving 10,000+ medical professionals globally. Bridged clinical expertise and product execution in a distributed, international team.

Clinical Quality & Content Governance

- Conducted structured reviews of medical education content against current clinical guidelines (NICE, WHO, BNF).
- Defined a protocol review cadence and content governance framework, reducing outdated guidance exposure and establishing clinical quality standards.
- Collaborated with clinical content leads to ensure material aligned with evidence-based practice; flagged deviations and drove updates through a defined revision cycle.

Product Leadership & Stakeholder Management

- Led cross-functional team of 10+ (designers, developers, PMs, content specialists) through full product lifecycle; increased engagement 20% and course adherence 35%.
- Built feedback infrastructure processing insights from 100+ user interviews; drove strategic prioritisation and feature roadmaps.
- Launched adaptive learning pathways replacing static content; designed gamified progression using behavioural psychology, improving long-term completion rates.

Product Marketing Manager | Sembly, USA(remote) May 2020 – Dec 2024

Led product strategy, AI governance, and go-to-market for a multi-stakeholder collective intelligence platform. Secured enterprise partnerships and represented the organisation at international forums.

AI/ML Data Quality & Trust Systems

- Collaborated with ML engineers and data scientists on AI-powered quality filtering, content scoring, and trust signal systems.
- Designed feedback loops, governance mechanisms, and quality controls balancing open participation with epistemic rigour; developed frameworks for evaluating AI-generated content in high-stakes environments.

Go-to-Market & Partnerships

- Secured strategic pilot partnerships with Google Research and AI Singapore through compelling product demonstrations and clear value proposition articulation.
- Represented organisation at COP28; built product positioning, pitch materials, and collateral for enterprise and research organisation buyers.
- Mapped complex multi-stakeholder user journeys and created wireframes guiding engineering teams in building a novel product category with no established patterns.

Clinical & Medical Operations Leader | Various Healthcare Facilities, India 2006 – 2018

Operations Manager · SPS Apollo Hospitals, Ludhiana (2011–12) | Asst. Medical Superintendent · SGL Hospitals, Jalandhar (2012–13) | Chief Medical Superintendent · CMI Hospitals, Dehradun (2013–16) | Medical Superintendent · Capitol Hospital, Jalandhar (2016–17) | Area Medical Head · VLCC (2017–18)

Clinical Data, Audit & Quality Frameworks

- Designed and owned clinical audit framework across multi-specialty facilities: case reviews, prescription audits, mortality reviews, outcome tracking.
- Conducted root-cause analysis on adverse events and near-misses; implemented preventive protocols reducing recurrence.
- Maintained audit logs and reported clinical KPIs to hospital leadership on a defined cadence; created annotation-ready documentation standards across OPD consult types, radiology, pathology, and prescriptions.
- Drove quality accreditation (JCI, NABH): owned documentation, gap assessments, and corrective action plans.

Healthcare Partnerships & Institutional Networks

- Built and managed relationships across 150+ physicians and clinical staff across multi-specialty hospital networks.
- Led CME programmes and initiated DNB postgraduate training, building institutional credibility with medical colleges and academic health centres.

EHR Implementation & Clinical Workflow Redesign

- Owned end-to-end EHR implementation across multiple facilities: physician training, workflow redesign, change management, and transitioning resistant clinical teams to new technology systems.
- Architected clinical SOPs spanning intake, documentation, care coordination, billing, and referrals.

Rural Medical Officer | Punjab Medical Services 2006 – 2009

- Managed comprehensive primary care OPD within the government health system — acute care, chronic disease management, referrals, and care coordination under significant resource constraints.
- Direct, ground-level experience working within India's public primary healthcare and NHM-aligned referral system — including coordination with community health workers — giving first-hand understanding of how national health programmes function in practice, beyond policy documents.
- Direct exposure to diverse patient populations, health-seeking behaviour, and last-mile care gaps — deep contextual understanding of clinical reasoning, doctor-patient conversations, and prescription workflows as data.

EDUCATION & CERTIFICATIONS

- MBBS — Government Medical College, Amritsar
- MBA (Hospital Administration) — Swami Vivekanand Subharti University, India
- Product Marketing Certified — Product Marketing Alliance, USA
- GenAI for Health — Elsevier Academy

TOOLS & METHODOLOGIES

- Product: Jira · Notion · Miro · Figma · HubSpot · Agile · A/B Testing · User Research · Roadmapping · Wireframing
- Clinical: EHR Systems · Clinical Audit Tools · JCI/NABH Documentation
- AI/Data: AI Trust & Safety · Content Scoring · Multi-Stakeholder Platform Design