

Justin Fansler

Senior Product Innovation Leader

+1 (203) 675-9019 @justin.fansler@gmail.com

<https://www.linkedin.com/in/justin-fansler/> Seattle, WA



SUMMARY

Seasoned product leader with 15+ years of experience delivering solutions at scale. Proven track record of leading cross-functional teams to develop and launch enterprise AI-driven products, translating user feedback into strategic roadmaps, and driving collaboration across research, design, engineering, and GTM. Skilled at guiding data-informed product decisions and ensuring responsible AI deployment. Passionate about using AI to address real-world challenges while prioritizing customer satisfaction.

EXPERIENCE

Senior Director of Communications Strategy and Technology 2022 - Present

[Yale University School of Medicine](#) Remote

Leading enterprise-scale product innovation and digital transformation for 33 departments at the School of Medicine, serving over 15,000 faculty, staff, and students (53% of Yale University).

- Leading a shift to audience-driven communications with AI-first products.
- Direct engineering and implementation of AI/ML solutions starting in 2018 using natural language processing, predictive models, and generative AI.
- Lead cross-functional teams for user research, design, and engineering, to execute high-impact AI product strategies, aligning 50 leaders and driving institutional goals.
- Created 3 enterprise products, directing design and engineering, resulting in \$3M savings and a 205% increase to 10M monthly unique visitors across all channels.
- Lead the Service and Product teams to a 25% increase in consumer satisfaction, ensuring client needs were prioritized, and they influenced enhancements.
- Accelerated go-to-market (GTM) time by 100% while reallocating resources to bolster AI-first engineering and streamline operations.
- Developed and executed an integrated roadmap, aligning the efforts of 11 teams to meet the school's strategic priorities and enhance impact.

Technology Director 2016 - 2022

[Yale University School of Medicine](#) Hybrid

Transformed Yale Medicine's digital presence by leading product strategy and development. Managed global product teams to create a scalable content system, driving a 100x growth in traffic and significant user engagement. Aligned product innovation with revenue goals and consumer needs.

- Developed and executed the school's first communications and product strategic plan, leading to restructuring to 11 cross-functional teams and clear objectives.
- Secured executive buy-in to establish a clinical care content and marketing team, resulting in an increase in traffic from 60k to 6M unique visitors per month.

Director of Web Operations 2014 - 2016

[Yale University School of Medicine](#) Hybrid

Led web operations for 750 organizations, supporting 10,000 employees and 700+ website owners. Streamlined publishing, saving \$1.5M annually, and secured a 30% budget increase through a new revenue plan. Accelerated content delivery by designing and building a dynamic content management system.

SKILLS

Cross-Functional Team Leadership · Artificial Intelligence · Communication · Strategic Consumer Collaboration · Strategy · Innovation · User Research · Usability Studies · Implementation · Product Roadmap · Ecommerce · Product Management · Storyteller · AI Safety · NLP/ML

EDUCATION

Master of Science in International Management
Oxford Brookes University

Bachelor of Science in Business Administration
University of North Carolina at Chapel Hill

Certificate in Leadership
Duke University

STRENGTHS

Leadership
Strong leadership skills honed through spearheading \$2M+ products at a leading university.

Decision-making
Stressful and demanding projects as a senior leader have taught me to think rationally and with data.

Strong Work Ethic
I quickly adapt and incorporate feedback in a team setting. Embracing change is key to innovation and advancing.

EXPERIENCE

Associate Director of Web Group 2009 - 2014
[Yale University School of Medicine](#) New Haven, CT

Centralized web tools by building systems, training 300 editors, and creating award-winning support materials for SDL Tridion, transitioning to a self-service model, unifying websites, and cutting costs by \$1.2M annually.

Web Project Manager 2006 - 2009
[Yale University School of Medicine](#) New Haven, CT

Established the school's web presence by creating standardized branding and templates. Secured buy-in from over 100 executives, improving brand strength and communication efficiency.

Director of Operations 2002 - 2006
[Drake & Associates, Ltd.](#) Durham, NC

Boosted profit margins through better project management and spending control. Developed the first comprehensive marketing plan, increasing annual revenue by 35% to 54% over three years.

ADDITIONAL EXPERIENCE

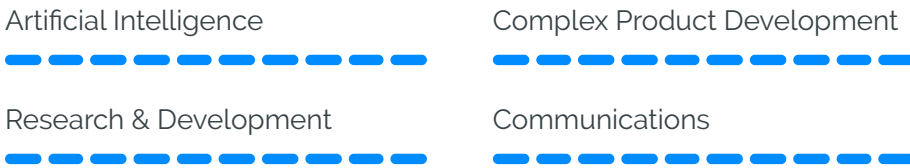
Business and Communications Strategist 2019 - Present
[Bend It Like Buddha Yoga](#) Sydney, Australia

Overseeing business strategy, e-commerce, communications, and website development for Bend It Like Buddha Yoga. Driving growth through strategic planning, enhancing online presence, and optimizing communication channels to engage a broader audience and boost sales.





- Launched the business's first e-commerce platform, increasing revenue by 30% in the last year.
- Increased online bookings by 60% in the last year through enhanced website and communication strategies.

<https://bendityoga.com.au>





EXPERTISE



PASSIONS

-  Home and landscape design
-  Traveling to Australia for family visits & consulting
-  CrossFit
-  Seattle Symphony

KEY ACHIEVEMENTS

-  AI Leadership
Created Yale's first consumer application leveraging AI/ML to connect users with the right clinicians.
-  Public Speaking
Delivered talks on consumerism and AI at NASA and industry-leading conferences in the past six months.
-  Delivering
Successfully launched a \$10M+ product, to the delight of consumers and leadership, as evidenced by 100x engagement.
-  Parenting
Proud father of a second-grader who inspires me to be a better person.

VOLUNTEERING

Trustee
Giddens School
2024 - Present Seattle
Dedicated board member focused on community engagement, using expertise in communications strategy and innovation to further Giddens School's mission and help it thrive.