

Brendan Reinke, MBA, MPS, MS, NPDP, PMP

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Professional Summary

Senior leader with over 17 years driving innovation strategy, operational planning, and product transformation across healthcare and technology sectors. Proven track record of launching complex products and leading cross-functional teams. Experienced in Agile/Scrum/Kanban, design, and end-to-end customer journeys across digital and physical touchpoints. Trusted executive communicator translating business needs into actionable technical solutions and measurable OKRs/KPIs, within matrixed environments.

SKILLS & CERTIFICATIONS

Strategy	Cross-Functional Team Leadership, Agile Methodologies, SCRUM, Product Management, Product Development, Product Requirements, Business Requirements, A/B testing
Business	Customer Engagement, Program Management, Engineering Management, Variable Cost Productivity, Supplier Management, Manufacturing Management, Business Intelligence
Design	DMAIC, LEAN, User Experience Design, Design for Manufacturing, Design for Service, Story boards, Mockup's, User Testing, Minimum Viable Products (MVP)
Certifications	New Product Development Professional (PDMA), Project Management Professional (PMI), Adaptive Product Management (GE Crotonville), Product Strategy (Product School), Product Roadmap (Product School), Artificial Intelligence for Product (Product School), Lean Six Sigma Black Belt (GE), Reliability Practitioner (GE)

PROFESSIONAL EXPERIENCE

Executive Associate Vice President – Genpact

August 2025 - Current

Healthcare Engineering Operations

- Key interface between medical device clients and Genpact teams delivering engineering services.
- Serve as the voice of the customer across multiple initiatives; translate client requirements into prioritized roadmaps and delivery plans.
- Lead global engineering team from design concept through end-of-life meeting program milestones.
- Own key performance indicators (KPI's) and objectives and key results (OKR's) ensuring business metrics are met while driving continuous improvement.
- Create and deliver executive-level presentations and dashboards to align stakeholders and communicate strategic insights.
- Leverage Rally, Power BI and Snowflake to analyze program performance and inform decisions.
- Manage a multidisciplinary engineering team implementing innovative solutions ahead of schedule to successfully launch a new photon counting CT product, enabling new customers and markets.
- Mentor and inspire high-performing teams fostering a culture of integrity, and innovation.

Senior Project Manager - Baxter

Oct 2023 – August 2025

- Lead global cross-functional projects within the front-line care portfolio to complete product redesign development/modifications of current model products.
- Identify project goals, scope, deliverables, and execute projects to drive compliance, growth in new markets, lifecycle management, and margin for the front-line care portfolio.
- Own the project budget and timeline ensuring all project materials are completed when expected.
- Identify improvement opportunities within the products and business for process improvements and variable cost saving opportunities.
- Ensure effective communication with stakeholders and leadership concerning project status.
- Drive implementation of Agile within the cardiology design and product teams.

Global Detector Product Manager - GE Healthcare

2022 – Sept 2023

- Owned end-to-end product lifecycle and commercialization for X-ray detectors.
- Achieved the successful launch of FlashPad Plus and FlashPad Select detectors resulting in improved customer experience, new product offerings, and new markets and customer segments.

- Spearheaded the development of a lifecycle financial model for detectors, contributing to strategic planning, product roadmaps, and surpassing business objectives.
- Implemented FlashPad HD reliability improvements with SDK update, meeting MDR labeling requirements, resulting in \$2M material savings and 800 hours in FE labor annually.
- Managed the development and tracking of global sales forecasts and demand plans, collaborating seamlessly with cross-functional teams to optimize inventory levels and meet financial targets.
- Formulated and implemented strategic plans for the introduction and enhancement of detectors and upgrade kits, resulting in increased market share and sustained profitability.
- Collaborated effectively with cross-functional teams in a matrix organization, ensuring seamless cooperation for product development and market expansion.
- Led market and competitive analysis using analytics to inform roadmap and positioning; built relationships with Key Opinion Leaders (KOLs) for continuous feedback.

Lead Program Integrator - GE Healthcare

2018 – 2022

- Launched AMX Navigate and AMX 240 by leading global SCRUM teams through discovery, development, user testing, and release.
- Managed the release and productization of new artificial intelligence (AI) applications embedded as SAAS within x-ray systems software.
- Drove the completion of detector abstraction program 6 months ahead of schedule by combining milestones, reducing high level risks from 18 to 1, and ensuring software platform design supports being agnostic.
- Executed the production milestone (M4) plan of the AMX 240 which drove improvements of IFR90 by 27%, complaints by 19%, and warranty by 49%, all while taking \$161M in orders versus a plan of \$75M and realizing \$142M of sales revenue versus a plan of \$75M.
- Led 50 engineers to build demo mode simulating clinical workflows; enhanced stakeholder adoption and training.
- Demonstrated leadership skills by effectively leading cross-functional, multi-cultural teams fostering collaboration and achieving project goals.
- Exhibited strong written, verbal, and interpersonal communication skills, delivering impactful formal presentations and serving as a Subject Matter Expert (SME) in communication with senior leadership.

Lead Electrical Engineer | Hardware Integrator - GE Healthcare

2016 – 2018

- Designed and launched the AMX200/220 to AMX240 upgrade kit, enabling existing customers to upgrade their systems and while keeping existing accounts, resulting in \$10M in revenue per qtr.
- Designed and implemented tube alignment fixture into manufacturing, realizing \$125k annual VCP.
- Obtained Reliability certification by utilizing MVP's and continuous customer feedback to re-design the mobile X-ray hand switch achieving an improved user experience and 10x increase in reliability.
- Agile Scrum Master for mobile hardware engineering team.
- Hardware integrator for AMX240 and AMX240 Gen2 new product programs.
- Lead Electrical Engineer for GEHC mobile x-ray product line.
- Cable and harness design for mobile products and manufacturing test equipment.

EDUCATION

University of Maryland

Masters in Product Management
2024

Marquette University & Medical College of WI

Master of Healthcare Technology Management
2012

Jack Welch Management Institute

Executive Master of Business Administration
Welch Scholar Distinction
2021

ITT Technical Institute

BS in Electronics and Communications Engineering
2006