



Madeline Harlow

Senior Product Manager // Biomedical Engineer

Contact



[LinkedIn](#)

Education

MSc Biomedical Engineering
Focus: Bioimaging (5.5/6.0)
ETH Zürich, Switzerland

BSc Biomedical & Electrical
Engineering, Business Minor
(3.9/4.0, high distinction)
Carleton University, Canada

Skills

Image analysis (OpenCV, FIJI)
Web based product mgmt.
XR/AR/VR products & dev
User-centric product vision
UX design with Figma
Pragmatic problem solving
JIRA, Confluence, SCRUM
Cross-functional team mgmt.
Teacher, Leader, & Speaker
MATLAB, C/C++, HTML, CSS
E-Learning and LMS mgmt.

Awards

Best Product Engineer 2020
Products by Women

Best Teaching Assistant 2015
Carleton University

Languages

English – native
German – basic working
French – reading

Profile

I am a self-starter driven by finding pragmatic solutions to meaningful problems. I learn quickly and tend to make myself and my team indispensable: if I feel we are not making impact, I will find ways to do so. I have a knack for interpreting many inputs into a concise, persuasive message everyone can understand and get on board with - technical or not.

Products

SimulationAR (Web-based AI surgical skills trainer) – *VirtaMed*

- I established a new revenue stream and product line from prototype to MVP to product with ML in 1.5 years by working with a multidisciplinary team, both internal and external.



SimulationOnline (Web-based surgical simulation) – *VirtaMed*

- My internal start-up resulted in a company-wide paradigm shift, new product lines, and 10+ new client projects and products that I manage.



Experience

present

VirtaMed AG – *Zürich, Switzerland*

Aug 2020

Senior Product Manager (Head of Online/XR/AR/VR) & Line Manager

- Currently manage 10+ online education products in a brand-new product portfolio.
- Successfully launched multiple web products with thousands of users worldwide.
- Design, develop, coordinate, and release a web-based product with AI technology.
- Coordinate with many departments and stakeholders, both internal and external, speaking their language, while driving my vision and advocating for our customers.
- Line manage direct reports and manage interdisciplinary teams of up to 4-8 people.

Aug 2019

Senior R&D Engineer and Training & Education Specialist

- Sought out more customer interaction and quickly became a bridge between our commercial and development teams, providing trainings to our clients and reporting valuable user feedback from the field.
- Designed, developed, tested, and handed over to production various medical instruments incorporating digital and analog sensors, trackers, and actuators.
- Led research projects investigating new technologies and tracking capabilities.

Feb 2016

R&D Engineer

- Researched, designed, and implemented a custom tool in MATLAB measuring and testing the accuracy and distortions in our electromagnetic tracking system.
- Became specialist for 6 DOF tracking and research into emerging technologies including concept creation e.g. optical tracking + IMUs (C/C++), AR/VR goggles, etc.
- Rapid mechanical prototyping using CAD, 3D printing, etc., and rapid electrical prototyping using PIC/ARM MCUs and sensor integration (C/C++,C#).

Fall 2017

Graduate Student – BC Cancer Research Institute, *Vancouver Canada*

- I investigated a new application of DMDI and developed automated distortion correction which allows for faster processing.
- **Publication:** [Opt. Express 26, 18758-18772 \(2018\)](#)