JULIE CAMPBELL

LEAD PRODUCT MANAGER | AI PRODUCTS & B2B SAAS

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Profile

AI-focused product leader driving strategy and delivery across three B2B SaaS brands. Builds and validates AI products hands-on while leading customer discovery, roadmaps, cross-functional teams, and executive alignment. MBA with entrepreneurial experience connecting customer needs to business outcomes.

Impact Highlight

184 offices adopted new annual plan during phased rollout • 30+ dental practice interviews informed roadmap • 88% of 417 AI assistant conversations required no human escalation

EXPERIENCE

ALATUS SOLUTIONS | 2021–PRESENT

Lead Product Manager | Jan 2026–Present

- Lead product strategy across DentalPost, Illumitrac, and Amplify360; serve as sole PM across three brands, manage a Technical Project Manager, and co-lead the company AI Committee with the CTO.
- Own Practice Advisor, an AI-powered dental business advisory product, from concept through board approval and prototype testing; internal testing and customer beta are planned.
- Independently built Illumitrac's customer Training Hub in 2–4 weeks using AI-assisted development without engineering support; enabled same-day content updates previously requiring at least two sprints.
- Delivered an AI assistant supporting 417 engaged conversations, with 88% requiring no human escalation.
- Led DentalPost's AI-assisted job posting redesign across web and mobile; 17.8% of eligible employers used AI-generated description uploads during the measured period.
- Built Alatus Signals, an AI-powered business intelligence prototype, adopted in early use by two of three targeted brand leaders.

Product & Project Manager, Data & SaaS Products | Aug 2022–Dec 2025

- Conducted 30+ dental practice interviews and analyzed survey findings to inform Illumitrac's 2026 roadmap; prioritized and launched an annual plan option now offered by 184 offices during a phased state-by-state rollout.
- Led discovery, prioritization, requirements, and delivery for SaaS and data initiatives with engineering, design, and business partners.

Web Production Manager | Nov 2021–Sep 2022

- Managed designers and developers delivering 20+ digital projects, including website strategy and UX improvements.

ELVA DESIGN GROUP | Senior Project Manager | Jul–Nov 2021

- Led enterprise e-commerce and website initiatives involving Shopify, Salesforce, engineering, and client stakeholders.

HEART CREATIVE | Account Manager → Digital Traffic Manager → Project Manager | Nov 2019–Jul 2021

- Advanced through client and delivery leadership roles spanning creative production, digital marketing, and cross-functional operations.

DELMAIN | Project Manager | Feb 2018–Nov 2019

- Managed up to 40 concurrent digital client accounts and website/marketing projects.

ENTREPRENEURSHIP

The Aligned Practice / Practice Promotor | Business Coach & Software Creator | 2015–Present

- Build AI-enabled software, digital business tools, and practical education for independent wellness providers.

Written on the Body Massage and Acupuncture Studio | Founder | 2010–2019

- Founded and operated a multidisciplinary wellness studio with six practitioners; grew the business 30% over two years and improved client retention by 20%.

EDUCATION & CERTIFICATIONS

MBA, George Fox University (2017) • BA, The Evergreen State College (2005)

Disciplined Agile Scrum Master • Change Management Specialist • Asana Certified Pro

TOOLS

Claude Code • Lovable • Jira • Mixpanel • Figma • Survicate • HubSpot • Shopify/Wordpress • Google Analytics • Google Workspace • Asana • Miro