

Mel Walker

Product Leader — AI, Connected Devices & Healthcare

Sandy, UT

Product executive with 20+ years of product development spanning hardware, mobile, desktop, web and AI products. Co-inventor on 27 patents. Experience running large product organizations (PM, BA & UX) with responsibility for \$500M+ portfolio. Currently shipping AI clinical tools for behavioral health at Videra Health. All this and he still builds his own web apps on the side – from stock portfolio management to newsletter generators.

EXPERIENCE

Head of Product — Videra Health

Sept 2025 – Present

Provo, UT · *Healthcare software company building AI tools for behavioral health and pharmaceutical organizations.*

- Helped move Videra from single-point solutions to a platform spanning the patient journey — intake, documentation, and quality.
- Ran discovery through launch for Intake Accelerator, an AI system that handles admission and clinical intake by phone, web, and SMS around the clock. Our AI phone agents hold 30-minute+ conversations with prospective patients every day and fills their intake forms, so clinicians spend time in therapy instead of documentation.
- Ran discovery through launch for Unify, an AI browser extension that works inside the customer's EHR, flags missing fields, contradictions, and weak documentation during charting, and offers one-click fixes drawn from the full patient record — built for cleaner claims and fewer denials.
- Defined and launched a custom EHR integration and UX for Sidekick, Videra's ambient clinical-notes product, for a large behavioral health organization.
- Made AI prototyping the team's default: built early working prototypes with AI tooling, which sharpened customer discovery and sped up build/no-build decisions.

VP, Product Management — Sorenson Communications

Aug 2018 – Jul 2025

Salt Lake City, UT · *Accessibility communications company; portfolio of connected hardware, mobile apps, and web platforms generating \$700M+ in annual revenue.*

- Built and led a 30-person product organization — product managers, UX/UI designers, and business analysts — with high retention across seven years.
- Drove Sorenson's first AI captioning and translation services to launch, holding them at the top of the roadmap through competing priorities; incorporating AI cut captioning costs 25%.
- Led research and acquisition of Sorenson's first in-person interpreting agency, growing a new enterprise service line. The acquisition paid for itself within 12 months and doubled community interpreting revenue, part of ~\$80M in new revenue from diversification efforts.
- Served on the deal teams for two more acquisitions: an AI-only mobile captioning app that replaced Sorenson's own and raised mobile-line margins, and the product that became Sorenson Forum — real-time AI interpreting and captioning for events in 25 languages, trialed at CES and named to Fast Company's 2024 Next Big Things in Tech. Owned competitor research, use-case analysis, and GTM planning.
- Co-inventor on 26 patents in communication and accessibility technology.

VP, New Business & Product — InteractiveCare (Sorenson)

Oct 2016 – Aug 2018

Salt Lake City, UT · *Company-sponsored startup and Sorenson's first move beyond interpreting; faced real scrutiny for it and led it anyway.*

- Built a 15-person team, shipped a telehealth product and began using in-market testing within six months.
- Our test solution consisted of in-home tablets connecting home-health patients and nurses over captioned video, with captions designed to auto-fill clinical forms and score interaction quality.
- The in-market pilot surfaced real use cases — nurses coaching patients through feeding-tube care remotely instead of driving out — and exposed the blocker: fee-for-service reimbursement rewarded in-person visits, a rule that changed in 2019.
- Patented the solution and made the call to sunset it after 12 months when new ownership shifted priorities to increase margin of existing business-lines.

Sr. Director, Product Management — CaptionCall (Sorenson)

Jul 2014 – Oct 2016

Salt Lake City, UT · *Flagship internet-connected captioning phone for hard-of-hearing users, \$300M+ in annual revenue.*

- Led the third-generation hardware redesign. Built test prototypes from iPads, handsets, and the mobile app and ran in-home sessions with seniors: they wanted large physical buttons back, and the way they held the handset to their hearing aids degraded audio for the other party. The longer handset that followed eliminated the company's top customer complaint.
- Launched the first CaptionCall mobile apps, which grew to 20%+ of all call volume.
- Built Sorenson's first in-house UX team, replacing an agency with multi-week turnaround; got UX answers earlier in the cycle, cut engineering rework, and introduced affinity mapping and need-based prioritization.

Product Manager → Director, Product Mgmt — Sorenson Communications

Feb 2005 – Jul 2014

Sandy, UT · *Sorenson's first product manager; promoted to Director within 10 months.*

- Owned the flagship videophone line through its 2nd, 3rd, and 4th generations — \$300M+ in annual revenue.
- Made the contrarian, pre-iPhone bet on mobile video interpreting against internal resistance, partnering with university researchers on ASL over mobile video and shipping among the first apps to market once front-facing cameras arrived. The mobile line eventually generated \$150M+ a year, nearly half of all interpreting revenue.
- Built a first-in-industry workforce platform that let interpreters bid on short blocks instead of fixed shifts, expanding a largely work-from-home interpreter pool that needed school-hours flexibility.
- Replaced ad hoc development with an agile process and introduced Scrum and the company's first velocity metrics.

EARLIER CAREER

- UnitedHealth Group / Ingenix — Project Manager, Salt Lake City, 2002–2005. Delivered a CRM launch and a prescription-fraud prevention platform on time and on budget.
- Onvia.com and Sierra On-Line — early product and production roles in Seattle, WA. Wrote requirements and built the product demo videos.

BUILDS THINGS

Builds and ships software on the side with Claude Code, Next.js, Supabase, Netlify and Vercel: [peakdraft.com](#) is my portfolio website. [Peakinvestpro.com](#) is an AI-assisted investment planning tracked against real trades. In addition, I've built a Discord-to-newsletter Chrome extension, a desktop duplicate-photo finder, and custom Claude skills that turn PRDs into architecture specs and clickable prototypes.

EDUCATION & CERTIFICATIONS

B.S. Telecommunications, University of Utah · MBA coursework, Technology Management, Westminster College · Study abroad, University of Cambridge · PMP (former certification)

TOOLS

Claude Code / Cowork / Design, Anthropic API, Slack, Superthread, Notion, Jira, GitHub, Google Docs, MS Office.