Justin Moran

Chicago, IL • justpmoran@gmail.com • (847) 714-4721 • justinpmoran.com/bdr • linkedin.com/in/justinpmoran

SUMMARY

Consultative, coachable business development professional with healthcare experience building provider relationships for a HIPAA compliant healthtech startup in a sensitive nutrition and eating category. Ran discovery calls with 229+ clinicians and helped grow the platform to 200+ outpatient clinics, then turned outreach and pipeline data into better messaging. Comfortable with high-volume phone and email outreach, rejection, and CRM discipline in a fully remote, fast-paced setting.

EDUCATION

Iowa State University **Ames, Iowa**
Bachelor of Science in Computer Science, Minor in Marketing *May 2026*
Relevant Coursework: Foundation of Personal Selling, Principles of Marketing, Database Systems, Data Structures & Algorithms

EXPERIENCE

Pippa LLC (Healthtech Startup) **Chicago, IL**
Business Development Intern *May 2026 - August 2026*
- Conducted 229+ discovery calls and interviews with clinicians and clinic staff, qualifying needs, workflows, and pain points, and converting conversations into relationships that helped bring the platform to 200+ outpatient clinics
- Sourced and prioritized provider leads by email, phone, and LinkedIn, tracking every touch, meeting, and lead status in a shared pipeline so founders received clean, qualified handoffs with discovery notes attached
- Built a competition matrix comparing rival products on features, approach, and weaknesses, which set the positioning and talk tracks used in clinic pitches and a $500K pre-seed raise
- Modeled a B2B offer at $5 per active patient per month with a 12 month plan to reach 500 signed clinics, allocating 50% of budget to provider acquisition
- Kept outreach and content patient-safe in an eating-related category by routing anything that could read as clinical advice through clinical review and avoiding calorie counts and before-and-after framing
- Presented weekly pipeline, provider feedback, and performance updates to founders and clinical partners, turning common objections into revised outreach scripts and follow-up sequences

WIND Marketing **Chicago, IL**
Product Marketing Intern *May 2026 - August 2026*
- Prospected and pitched small-business clients through cold outreach and referrals, then supported each account through delivery: 10+ campaigns, 17M+ views, and 98% client satisfaction
- Ran consultative discovery calls to uncover each client's goals and objections before proposing a scoped offer
- Managed my own pipeline and follow-up calendar while working fully remote, balancing outreach with client delivery

W.R. Berkley Corporation (Commercial Insurance) **Urbandale, Iowa**
Software Engineer Intern *May 2025 - August 2025*
- Saved 4,500+ hours a year (84+ per week) by shadowing and interviewing underwriting staff, mapping repeated manual data entry across policy, claims, and billing systems, and automating it to remove errors
- Learned insurance policy, claims, and billing workflows and coordinated across QA, DevOps, and engineering teams

SELECTED PROJECTS

Neighborhood Finance Corporation (nfc.how): Nonprofit Client *Team Lead, Team of 4*
- Led stakeholder interviews with non-technical client staff and delivered a self-service loan eligibility tool that replaced a manual process, saving the client $100,000+ a year
- Wrote the handoff documentation and process guide that lets the client run the tool independently

HerdRight (herdright.com): Livestock Genetics Marketplace *Lead, Team of 5*
- Led a team of 5 to launch a two-sided marketplace for 30K+ buyers and sellers, acquired in December 2025

LEADERSHIP & RECOGNITION

- **Pitch Competitions:** 1st Place, Pappajohn Startup Pitch; 1st Place, Ivy College of Business Hackathon (28 teams); Finalist, Queen's Entrepreneurs' Competition; Semi-Finalist, TCU Values and Ventures (top 40 of 350+)
- **LAS Senator, Iowa State Student Government** (2024 - 2025): Allocated $2.6M+ in annual student funding, presenting and defending decisions to stakeholders; **Eagle Scout**

SKILLS

- **Business Development:** Prospecting, lead sourcing, discovery calls, lead qualification, multi-channel outreach (phone, email, LinkedIn), meeting scheduling, pipeline handoffs, objection handling, consultative selling, provider relationships
- **CRM & Data:** CRM and pipeline tracking, activity logging, Microsoft Excel, SQL, Python, outreach metrics, data-driven messaging refinement
- **Healthcare:** HIPAA compliant delivery, outpatient clinic workflows, clinician stakeholders, eating and nutrition sensitivity
- **Tools:** Google Workspace, Microsoft Excel, PowerPoint, Word, and Outlook, LinkedIn, Jira, Confluence