Stanford



Michelle de Haaff

Casual - Non-Exempt, School of Medicine - MDRP'S - Biodesign Program

Bio

BIO

Michelle de Haaff

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Michelle has spent the last 25+ years working in Silicon Valley in both small and large software companies in a variety of leadership roles, including marketing, product management, operations, regulatory, and clinical research. Her software expertise is in the area of CRM, marketing, and AI. Most recently, Michelle was an early leader and Vice President at Glooko, a diabetes digital health solution, where she expanded the team from 8 to over 100 and increased revenue from $0 to $18M+. Prior to that, she led growth as Vice President of Marketing at the publicly traded company Medallia (MDLA). Michelle currently is a strategic consultant to digital health companies in everything from product and clinical development to investment, positioning, and growth. As the Assistant Director of Digital Health in the Stanford Byers Center for Biodesign, she acts as an instructor in its digital health and societal health courses and mentors students teams in the Biodesign NEXT extension funding program around the business viability of their innovation projects. Michelle has a BS in Operations Research and Marketing from NYU and an MS in Database and Integrated Marketing from Northwestern University.

CURRENT ROLE AT STANFORD

Assistant Director of Digital Health

Co-Instructor Biodesign for Digital Health (Fall) and Biodesign for Societal Health (Winter)

Stanford Byers Center for Biodesign