

MEGAN GRENNAN

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SUMMARY

As a champion for inclusive, equitable learning, I am passionate about cultivating effective conversations around and delivering delightful experiences in educational content and technology. I have successfully led product, editorial, and production teams through growth and transition efforts. My extensive experience spans mindful leadership, product management, higher education book publishing, and process improvement. I am dedicated to fostering a collaborative and innovative environment, connecting folks with the tools and resources they need to succeed.

TECHNICAL TOOLKIT

Adaptive Leadership | Product Strategy | Product Operations | Product Management | Building Roadmaps
Data Analysis | Budget Management | Educational Technology | Market Analysis | Microsoft Office Suite
including Excel, PowerPoint, Visio, Word, Power BI | CRM, database, and product software including
Dynamics, Airtable, Monday.com

PROFESSIONAL EXPERIENCE

Grennan Consulting LLC

Glen Ellyn, IL

Founder and Consultant

2018–Current

Provide comprehensive support to writers, publishers, and educational content creators through coaching, project management, and editorial services. Specialize in developmental editing across genres including fiction, memoir, instructional, and technical content. Offer publishing strategy, concept development, competitive analysis, and process evaluation. Additional services include beta reading, sensitivity reading, and documentation assessment to streamline workflows.

American Health Information Management Association (AHIMA)

Chicago, IL

Director of Content Production and AHIMA Press

2020–2024

Managed a portfolio of educational products and a seven-person team that generated \$8M+ in annual revenue and was the primary profit center for a nonprofit association. Successfully navigated the stakeholder landscape to ensure the successful delivery of high-quality, compliant educational content and experiences to healthcare professions educators and learners. Created, improved, and oversaw the product strategy, roadmap, user research, and processes. Initiated, measured, and maintained sustainable high-quality learning solutions including books, online courses, webinars, and related digital learning platforms.

- In response to user data and research, developed a sustainable learning management system (LMS) solution for 30K+ users, creating a dynamic and enhanced user and stakeholder experience.
- Scaled the department's product production by 20% within one year by conducting a full assessment of staff resources and processes for print and digital educational product lines with the goal of resource alignment and process improvement.
- Launched fully ADA-compliant ebooks and slide decks for 100% of the higher education product line within one year to support the market's need.
- Identified and implemented innovative product development opportunities for further growth, including adaptive learning technology and artificial intelligence (AI) tools and resources.
- Led a high-performing sales team specializing in higher education products, achieving dominant market share and driving significant revenue growth.
- Connected the product teams to the membership, certifications, and marketing teams, promoting

holistic cross-functional collaboration and opportunities.

- Managed, coached, and mentored staff for skills development and building effective relationships and ushered the team through a company acquisition.
- Responsible for content author royalties and inventory management.

AHIMA

Chicago, IL

Managing Editor

2017–2020

Managed the editorial development and production four-person team of AHIMA's higher education product line for 60+ titles and supporting materials generating \$7M+ in annual revenue.

- Managed staff, authors, and contracted resources including writers, editors, subject matter experts, and vendors.
- Mentored staff editors to increase editorial and project management skills, accuracy, and efficiency.
- Acquired new titles to support the market need and recruited new authors.
- Managed project delegation and communication with stakeholders to ensure quality and timeliness of the content calendar.
- Conducted and oversaw market and user research and analysis of quantitative and qualitative data for new business development, products, and services.
- Executed cross-functional initiatives, contract negotiation, process improvement, and managed vendor and other business relationships.

AHIMA

Chicago, IL

Sr. Production Development Editor

2013–2017

Accountable for the development and production of market-leading higher education books and content through the print and digital publishing processes over multiple editions.

- Responsible for a product line generating \$1M+ in annual revenue to support the medical coding market.
- Acquired and launched new titles and onboarded new authors.
- Performed developmental editing, line editing, copy editing, author coaching, and peer mentoring.
- Project managed books and content through the full publication cycle, including managing author and vendor relations, schedules, permissions, budget, and contracts.

ADDITIONAL EXPERIENCE

MCGRAW HILL EDUCATION, Burr Ridge, IL, **Development Editor**, 2006–2013. Oversaw development and production of market-leading higher education books and content through publishing processes over multiple editions.

COFFEE HOUSE PRESS, Minneapolis, MN, **Office Manager & Development Assistant**, 2002–2005. Managed office responsibilities, accounting, and author royalties for a 501(c)(3) organization. Researched and wrote copy for grants and coordinated fundraising drives and activities.

EDUCATION & OTHER

BETHEL UNIVERSITY, ST. PAUL, MN

B.A. in Creative Writing and Literature

OTHER EDUCATION: Human-Computer Interaction Coursera, Canopy.is Leadership Training

INTERESTS: Freelance editorial coaching, developmental editing, and process documentation and improvement; wine-lover, knitting enthusiast, and prolific reader