

# 2026

## BOARD OF DIRECTORS



pdma  
Pittsburgh



# UNSA WILLIS

## DIRECTOR OF MARKETING

Unsa Willis is a senior product leader with deep experience building and scaling platform and data products in healthcare and SaaS. She specializes in 0→1 product development, platform integration, and data enablement, with a strong track record of turning complex systems into cohesive, high-value ecosystems. She has led product strategy across multi-application platforms, driving connected workflows, unified identity, analytics-driven decision-making, and monetization through platform stickiness. Known for a metrics-first mindset, Unsa consistently aligns product investment to outcomes such as adoption, ARR growth, and operational efficiency.

Currently, Unsa is a director of product at ClearSense Inc. focused on building a modern healthcare data enablement platform that transforms raw data into trusted, actionable insights. As a board member, she brings strategic clarity, customer empathy, and a systems-thinking approach to long-term product value.