



# MARK FEINHOLZ

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Experienced hands-on technology builder, integrator and leader. Expertise in software and database development, product design, program management, partner engagement, team building and cross-group collaboration. Currently focused on digital health data, analytics, and consumer health. I believe that habits and lifestyles can be changed so that people can live healthier and happier lives; our healthcare system can be fixed and technology can help.

## PROFESSIONAL EXPERIENCE

### August 2014 – Current: **KeepOnMovin.com** - San Francisco, CA

Co-founder – CTO/Product

[KeepOnMovin](#) is a prescribed home exercise engagement and tracking experience for physical therapy patients and a new source of between-visit patient engagement data for providers and payers. As the technical co-founder in this bootstrapped start-up, I am responsible for product strategy, technical architecture, engineering, user experience design, and technical operations.

- Selection of software stack (Ruby on Rails, PostgreSQL, Swift, Git)
- Data design, system architecture, development, engineering team lead
- HIPAA privacy and security officer, HIPAA compliant architecture/implementation/operations/policies
- Behavior psychology/behavior economics/motivational interviewing-based product design
- Patient app (iOS) and PT app (browser) UX design w/ Balsamiq and Sketch
- Git release management and hosting operations (AWS, Digital Ocean, Heroku, Catalyze)
- Product strategy, feature prioritization
- Analytics data mart and ETL design and implementation
- Investment, sales, business development support

### 2013 – 2015: **Ekahi Health System** - Honolulu, HI

Consultant: Strategic Technical Lead, Data Analyst

[Ekahi](#) is a new healthcare provider system combining an innovative patient centered medical home and neighborhood with urgent care clinics, care coordination, and group prevention programs aimed at enabling outcome-based healthcare in Hawaii.

- Assisted in evaluating, selecting and implementing a vendor platform for HIE, longitudinal patient record, population health management and care coordination.
- Worked with vendor to get admin/payer and clinical/EHR data flowing into a longitudinal health record from 16 source systems, including developing automated source-destination data validation scripts and processes.
- Designed and developed patient-physician attribution algorithm.
- Designed and prototyped data mart ETL processes (Microsoft SQL Server 2012)

### 2013 – 2015: **UncleCare.com** - Los Gatos, CA

Consultant: Product Management

UncleCare is a healthcare startup building digital experiences to support remote monitoring and management of cardiology patients. Consulted on strategy and product design for the first shipping product – a patient/clinic engagement experience for anticoagulation therapy dosage and lifestyle management.

- Patient and clinical product/UX strategy and design
- HIPAA compliance
- Technical architecture review

**2010 – 2013: Applied Research Works (ARW), Palo Alto, CA**  
VP - Technical Partner Engagement & Product Development

As one of the first employees of ARW, a healthcare start-up partnered with HMSA (Hawaii's Blue Cross Blue Shield health plan), I was involved in many aspects of building the initial [Cozeva](#) product suite. Cozeva translated payer and clinical data into real time, retrospective and prospective HEDIS/Stars/HCC measures at the physician and patient level – supporting payer mandated value-based reimbursement programs.

- Technical engagement lead with health plan and provider partners. Learn business and data, translate requirements to technical sprints, hands-on development, lead and coordinate all engineering team efforts.
- Data design and external system integration: claims, labs, members, providers, attribution, enrollment... etc.
- Patient attribution algorithms and workflows: Business and technical design, management, tracking over time
- Work with engineering team to design, build and validate a certified NCQA HEDIS quality measure engine that translates claims and lab data into provider quality of care measures.
- Led efforts to implement commercial, Medicare Advantage and Medicaid pay-for-quality bonus programs.
- Led efforts to develop and implement Medicare Stars and risk (HCC, RAPS) management features to help payers and providers maximize reimbursement potential for Medicare Advantage plans.
- HIPAA Privacy and Security Officer. Responsible for HIPAA-compliant data center implementation and operations.
- Lead and facilitate dev work with India-based dev team including hands-on MySQL development.
- Learn iOS Obj-C and work with dev team to define, develop and ship health plan member iPhone and iPad apps.

**2003 – 2010: Microsoft Corporation, Redmond, WA**  
Client Platform Evangelist & Principal Solutions Architect

Engaged with Microsoft's largest NDA ISV partners in a variety of industries to ensure successful adoption of emerging Microsoft technologies. Developed prototypes demonstrating technical concepts, provided a guidance and feedback loop on .NET smart client, RIA, and web client dev platforms including Silverlight, WPF and WCF.

- Ran a multi-year .NET 2.0 pre-beta engineering engagement between Siebel and the Microsoft Windows Forms product team. 300+ feature requests and bug fixes shipped in .NET 2.0 as a result of this first-of-its-kind partner collaboration.
- Led architecture and design review sessions with partner product teams working on early stage, strategic architecture decisions. Learned and documented partner scenarios, provided strategic NDA guidance.
- Developed technical guidance to help partners navigate the evolving rich client platform decision: HTML/AJAX, Silverlight or WPF - how to choose the right platform today and prepare for tomorrow.
- Collaborated with Microsoft product teams to orchestrate ISV feedback, feature requests and scenario details.
- Developed proof-of-concept .NET rich client and server prototypes to demonstrate solutions for partner scenarios.
- Presented .NET platform architecture sessions at various conferences and web casts.

**2001 – 2003: Trilocon Systems Inc, Manhattan Beach, CA**  
Founder/Principal Consultant

Established Trilocon Systems - a software dev consulting company focused on multi-unit retail industry.

- Conceived, designed and built a professional services time tracking and invoicing system called "dotTime". System components included HTML and rich clients, services and data layers. Built using Microsoft.Net V1.0 technologies including C#, ASP.Net, ADO.Net, .Net Remoting Web Services, .Net Windows Forms, Web Server Controls and SQL Server 2000.
- Lead engineer on Public Storage's "WebCHAMP" project - a custom browser-based LoB application to manage all aspects of operating the business at 1400+ properties. Functionality included rent, property management, retail POS, rental truck management, warehouse/moving management, automatic payment and delinquency processing.
- Conceived, designed and built reporting sub-system for Public Storage. Included batch and online report/letter/contract/receipt generation, archival, batch and AJAX browser-based viewing and printing.

**1999 – 2001 Robeks Corporation, Manhattan Beach, CA**  
VP of Technology, Systems Architect

A hands-on senior leader reporting to the CEO with final responsibility for all technology needs of Robeks - a start-up 30-store smoothie, juice, and nutritional supplement chain with an internet health & wellness brand. Built the technology team, chose and purchased 3<sup>rd</sup> party corporate and store systems, architected and led development of custom solutions.

- Chose, implemented, and integrated new point of sale, HR and food cost systems in all restaurants and at corporate.
- Led project, architecture and development of online health/fitness portal and store. Included content management, membership, viral rewards and referral program, email subscription engine, back-office fulfillment components
- Chose and led implementation of the Great Plains Dynamics CS+ ERP system, converting all historical G/L data.
- Architected and developed corporate databases for collecting managing, auditing, and reporting store data
- Corporate-level strategic direction and planning.

**1996 - 1999: Jamba Juice Company, San Francisco, CA**  
Systems Architect/Manager of Systems Development

Involved in all aspects of the IT organization including supporting store and corporate systems and developing custom integration points as Jamba Juice grew from 30 to 225 stores.

- Architected and developed the SQL Server based Data Exchange system for automating and managing all data movement between in-store systems and corporate systems.
- Architected and developed customer service tracking system, sales data mart, remote system configuration tools, etc.

**(Additional software engineering work experience on request).**

## **TECHNICAL SKILLS SUMMARY:**

- Database design, development and admin: PostgreSQL, MySQL, Microsoft SQL Server – including sophisticated SQL and stored procedure development
- Software development: Ruby on Rails, Git, Objective-C, JavaScript, HTML, .NET (C#, WPF, Silverlight, ASP.NET, WCF), IBM MVS Assembler, COBOL
- Devops: Git, Linux (Ubuntu), Heroku, Catalyze, AWS, GitHub, AWS, Digital Ocean, CloudFlare
- Agile technical program/product management
- Offshore, distributed and local engineering team leadership and facilitation

**UNIVERSITY:** BA, BUSINESS COMPUTER METHODS CALIFORNIA STATE UNIVERSITY, LONG BEACH

## **ON-GOING FIELDS OF STUDY:**

- Behavior psychology, habit design, behavior economics, neuroscience
- Spanish as a second language
- Nutrition, exercise
- Stoicism