



MARK FEINHOLZ

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Experienced product management, engineering, customer success. Focused on digital health. I believe that healthier and happier living is possible and technology can help.

PROFESSIONAL EXPERIENCE

KeepOnMovin

Co-Founder – Product/Engineering (Aug 2014 – Present)

[KeepOnMovin](#), a bootstrapped startup, is a prescribed home exercise engagement and tracking experience for physical therapy patients. I'm responsible for product, technical architecture, engineering, and devops.

- Launched KeepOnMovin for patients and therapists - from wireframes to a HIPAA-compliant healthcare engagement experience in 8 months.
- Established and led agile product development practices for 2 remote product teams (Ruby on Rails, PostgreSQL, Swift, GitHub, AWS, Heroku, Catalyze).
- Defined and managed product objectives and releases in coordination with company quarterly goals.
- Conceived, designed, architected, led development, and shipped major new features including patient goals, workout circuits, and evidence-based exercise protocols.
- Re-engineered data model and UX to 'un-silo' the patient - enabling patient collab across healthcare orgs.

Ekahi Health System - Hawaii

Consultant: Product Ideation and Data Integration (2013 – 2015)

[Ekahi](#) is a new health system leveraging a population health and care-coordination tech platform to support primary care, urgent care, group prevention programs, and value-based healthcare.

- Assisted in evaluating, selecting, and implementing an HIE and care-coordination platform (Thrasys).
- Became local expert on vendor data model – designed and implemented SQL validation scripts catching 30+ imported EHR data integrity issues from 16 source systems (Microsoft SQL Server).

Applied Research Works

VP - Technical Product Manager & Customer Success (2010 – 2013)

ARW is a startup value-based reimbursement healthcare platform. As one of the first employees I was responsible for leading payer integration, product management, and launch of Cozeva (ARW's first product) at *all* primary care practices in Hawaii for the first customer (HMSA - Blue Cross/Blue Shield of Hawaii).

- Became team's expert on HEDIS, Stars, HCC quality measures; guided development and QA of NCQA-certified physician-level quality measure product.
- Led discovery, design and implementation of all data interfaces with payer – including hands-on complex SQL stored procedure development (MySQL)
- Conceived and led development of patient attribution management product.
- Led collaboration and resolution of all business and technical implementation issues with payer - guiding India-based engineering team and local practice implementation team.
- Successfully Launched Cozeva pilot on schedule and then 5 months later rolled out full quality measure and patient engagement experience for 700 practices and >600k patients.

Microsoft

Platform Evangelist & Principal Solutions Architect (2003 – 2010)

Engaged with Microsoft's largest NDA ISV partners to ensure successful adoption of emerging .NET releases. Developed prototypes, provided technical guidance and a product feedback loop.

- Ran a multi-year .NET 2.0 pre-beta engineering engagement between Siebel and Microsoft resulting in 300+ Windows Forms feature requests and bug fixes shipped in .NET 2.0.
- Led architecture and design review sessions with partner product teams.
- Developed and presented guidance to help partners navigate the evolving rich client platform decision.
- Collaborated with .NET product teams to guide ISV feedback and feature requests into the product.

Robeks Corporation & Trilocon Systems

VP Technology & Principal Solutions Architect (1999 – 2003)

Robeks is a venture-funded health food restaurant chain with an online health & wellness brand. I was responsible for all technology, hired and led the IT/engineering team and launched Trilocon Systems to scale the software and experience we developed at Robeks.

- Implemented and integrated corporate and store systems including POS, scheduling, HR, financial.
- Led development and shipped online health/fitness content portal, membership system and e-store.
- Developed corporate databases and processes for managing, auditing, and reporting store sales, HR, and inventory data.
- Spun out Trilocon Systems consultancy - developing custom retail management and time tracking solutions for Public Storage and others on the Microsoft.NET and SQL Server platforms.

Jamba Juice

Systems Architect, Dev Manager (1996 – 1999)

As Jamba grew from 19 to 335 company owned stores, I was involved in all aspects of developing custom store and corporate solutions. Pivoting from almost 10 years of mainframe programming experience, I quickly developed expertise on Microsoft and SQL Server platforms.

(Additional software engineering work experience available on request).

TECHNICAL SKILLS SUMMARY:

- Database design/dev: PostgreSQL, MySQL, Microsoft SQL Server – including sophisticated SQL and stored procedure development.
- Software dev: Ruby on Rails, Objective-C, JavaScript, HTML, .NET (C#, WPF, Silverlight, ASP.NET, WCF), IBM MVS Assembler, COBOL.
- Dev ops: Git, Linux (Ubuntu), Heroku, Catalyze, AWS, GitHub, AWS, Digital Ocean, CloudFlare.
- Agile technical 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, nutrition, Spanish, Stoicism.