



MARK FEINHOLZ

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Experienced digital health product management, customer success, product engineering.
Health is a daily practice - not a destination. Technology can help.

PROFESSIONAL EXPERIENCE

KeepOnMovin 2015 – Present

Co-Founder – Product & Engineering

KeepOnMovin, a bootstrapped startup, is a prescribed home exercise engagement and tracking experience for physical therapy patients. Responsible for product, technical architecture, engineering, and devops.

- Launched KeepOnMovin for patients and therapists - from wireframes to a HIPAA-compliant digital 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, Datica).
- Defined and managed product objectives and releases in coordination with company quarterly goals.
- Led discovery, design, and development of new features including patient goals, workout circuits, and exercise protocol templates.
- Re-engineered data model and UX to enable patient collab across healthcare orgs.

Digital Health Product Consultant 2013 – Present

Applied Research Works - (2017)

- Led discovery and design of an all-new data interface validation and staging sub-system.
- Managed team of program and technical product managers.
- Healthcare data design to support certified quality measure reporting for payers and at-risk POs.

Ekahi Health - Hawaii (2013 – 2014)

- Assisted in evaluating, selecting, and implementing HIE and care-coordination platform (Thrasys).
- Became local expert on vendor data model – designed and implemented HIE data validation process

Applied Research Works 2010 – 2013

VP - Technical Product Manager & Customer Success

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).

- Team's expert on HEDIS, Stars, & risk-focused quality measures; guided development and QA of NCQA-certified physician-facing quality measurement product.
- Led discovery, design and implementation of all data interfaces with health plan.
- Conceived and led development of patient attribution management UX and health plan integration.
- Led collaboration with health plan, guiding India-based engineering team through product development.
- Launched pilot on schedule; followed in 5 months with rollout to 700 practices and 700k patients.

Microsoft 2003 – 2010

Platform Evangelist & Principal Solutions Architect

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 1999 – 2003

VP Technology & Principal Solutions Architect

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 engineering team and launched Trilocon Systems to scale the technology 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 – leveraging the customer, store & back-office tech developed for Robeks on the Microsoft.NET and SQL Server platforms.

Jamba Juice 1996 – 1999

Systems Architect, Dev Manager

As Jamba grew from 19 to 335 company owned stores, I was involved in all aspects of developing in-store and corporate back-office technology solutions to integrate customer and business workflows.

(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.