



## MARK FEINHOLZ

Redwood City, CA  
650.218.3773

[mfeinholz@gmail.com](mailto:mfeinholz@gmail.com) – [www.markfeinholz.com](http://www.markfeinholz.com)

### EXPERIENCE

#### DIGITAL HEALTH PRODUCT CONSULTING Applied Research Works

Palo Alto, CA  
Feb-Nov 2017

- Diagnosed data integrity issues and led design, prototype, business and value prop validation of 'DataStage' - an all new data services platform for ARW's population health analytics and value-based reimbursement product lines.
- Managed team of technical product managers, established practices to improve internal and external collaboration.

#### KEEPONMOVIN Co-Founder, VP Engineering and Product

San Francisco, CA  
2014-2017

- Co-founded and launched prescribed home-exercise engagement and tracking app for physical therapy: from wireframes to live HIPAA-compliant patient (iOS) and therapist (browser) pilot in 7 months on bootstrapped funds.
- Defined and led agile engineering practices for patient and clinic cross-functional product teams (RoR, Postgres, Swift, Git, AWS S3/CloudFront/Elastic Transcoder, Heroku, Datica).
- Led discovery & delivery of major features: patient goals, workout circuits, workout protocols, cross-org patient collab.

#### DIGITAL HEALTH PRODUCT CONSULTING 'Ekahi Health, UncleCare.com

Honolulu, HI  
2013 –2014

- Evaluated and implemented the Thrasys care-coordination and HIE platform for 'Ekahi, an innovative primary care health system, including designing and coding data integration & validation SQL scripts.
- Led qual research and discovery sprints for anti-coagulation management app for cardio patients at UncleCare.com.

#### APPLIED RESEARCH WORKS Vice President – Product & Customer Success

Palo Alto, CA  
2010-2013

- Led data, analytics, payer integration, compliance, clinical and business validation for brand new value-based reimbursement and population health platform at early stage startup.
- Launched physician pilot on schedule and rolled out to 700+ physician network in 4 months.
- Led sprints to add Medicare and Medicaid patients and relevant quality measures to total 700k+ patients covered.
- Managed team members responsible for customer success, infrastructure & compliance, local and offshore engineering.

#### MICROSOFT Principal Solutions Architect

Mountain View, CA  
2003-2010

- Ran multi-year .NET pre-beta engineering engagement between Siebel Systems and Microsoft product teams resulting in 300+ features and bug fixes shipped in .NET 2.0, earning individual reward at Siebel for collaboration effectiveness.
- Developed .NET 'smart client' prototypes, presented conference sessions, engaged with largest ISV NDA partners.
- Collaborated with .NET dev teams as 'voice' of ISV developer community.

#### ROBEKS CORPORATION & TRILOCON SYSTEMS VP Technology & Principal Solutions Architect

Los Angeles, CA  
1999-2003

- Responsible for all technology at Robeks – a venture-funded startup restaurant chain and wellness brand. Implemented new POS, food-cost, HR, financial systems. Built store and corp system technology teams from scratch.
- Led development of web health/fitness content portal, membership system and online retail store.
- Launched Trilocon Systems to leverage store & back-office tech developed for Robeks.

### EDUCATION & ADDITIONAL INFORMATION

- I LOVE THE PROBLEM OF BEHAVIOR CHANGE for optimizing health! Thinking out loud at [www.MarkFeinholz.com](http://www.MarkFeinholz.com)
- University: California State University, Long Beach – Bachelors, Business & Computer Methods.
- Continual learning: behavior psychology, habit design, metabolism, evolution, data science, blockchain.
- More work experience on Microsoft and IBM Mainframe platforms in retail banking available on request.
- Bits: Advanced SQL, data design, Python, Ruby on Rails, Linux dev ops, Objective-C, JavaScript, HTML, .NET, MVS Assembler