



MARK FEINHOLZ

Redwood City, CA
(650) 218-3773

mfeinholz@gmail.com – www.markfeinholz.com

EXPERIENCE

Apixio

Senior Product Manager

July 2018- Jan 2019

San Mateo, CA

MA Risk management, healthcare data science platform, AI-powered chart review

- Defined vision and strategy for adding a HEDIS Quality product and service to existing AI platform.
- Introduced healthcare quality measurement to Apixio and enlisted key team members.
- Distilled complexity of new product and market into getting-started stories and sprints.
- Defined new internal platform dashboard to illuminate progression of customer data through complex big data & science processing pipeline.

Applied Research Works - ARW

VP – Technical Product Manager

Feb 2017- Mar 2018

Palo Alto, CA

HEDIS Quality measures, provider pay-4-performance, MA Stars/risk, population management

- Discovered and diagnosed data integrity issues; led design, prototype & value prop validation of 'DataStage' - an all new data services platform for ARW's suite of products.
- Managed technical product managers, established practices to improve internal and external collaboration.
- Engaged with provider org customers to define product success stories.

KeepOnMovin.com

Co-Founder, VP- Engineering and Product

Aug 2014 – Sep 2017

San Francisco, CA

Physical therapy between-visit patient engagement

- Co-founded and launched prescribed home-exercise engagement and tracking app: from wireframes to live HIPAA-compliant patient (iOS) and therapist (browser) pilot in 7 months.
- Chose tech platform, designed data model, implemented key model/business logic and API.
- Defined & led agile engineering practices for patient and clinic app dev teams (RoR, Postgres, Swift, Git, AWS S3/CloudFront/Elastic Transcoder, Heroku, Datica).
- Led discovery, design & delivery of all major new features: patient goals, workout circuits, workout protocols, cross-org patient collaboration.

Digital Health Technical Product Manager (Contractor)

`Ekahi Health & UncleCare.com

Jun 2013 – Jan 2015

Honolulu, HI

Coordinated primary care & between-visit chronic disease management

- Evaluated & implemented a care-coordination and HIE platform for 'Ekahi, from writing use cases and stories to coding data integration & validation SQL scripts.
- Led patient research and discovery sprints for anti-coagulation med management app at UncleCare.com.

Applied Research Works – ARW

VP – Technical Product Manager & Customer Success

Nov 2010 – Apr 2013

Palo Alto, CA

HEDIS Quality measures, provider pay-4-performance, commercial – Medicare – Medicaid.

- Led data design, payer integration, compliance, clinical and business validation for new value-based reimbursement and population health platform at early stage startup.
- Launched pilot on schedule and rolled out for all commercial lives for 800+ physicians in 4 months.
- Led sprints to add quality measures for Medicare and Medicaid lives to total 700k+ patients covered.
- Managed team members responsible for customer success, devops, compliance, local & offshore engineering.

Microsoft**Mar 2003 – Sep 2010****Platform Evangelist & Principal Solutions Architect**

Redmond, WA

Technical engagements with largest NDA ISV partners, pre-beta .NET release adoption

- 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 collab reward from Siebel.
- Developed .NET 'smart client' prototypes for community, presented conference sessions
- Represented 'voice' of ISV dev community for .NET dev/product teams.

Robeks Corp & Trilocon Systems**Jun 1999 – Mar 2003****VP Technology & Principal Solutions Architect**

Los Angeles, CA

Wellness retail brand and restaurant chain, multi-unit retail front and back office tech

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

(additional work experience in retail banking technology at Bank of America and EDS avail on request)

TECHNICAL SKILLS SUMMARY

- Relational database design & dev (PostgreSQL, MySQL, MS SQL Server)
- Software (Ruby on Rails, SQL, Objective-C, JavaScript, HTML, .NET, IBM MVS Assembler, COBOL)
- Dev ops (Git, Linux, Windows, Heroku, Datica HIPAA hosting), AWS, Digital Ocean)
- Agile software dev with scrum and Kanban
- Offshore & local engineering team leadership and facilitation
- HIPAA compliance.

EDUCATION, SIDE PROJECTS, CONTINUOUS LEARNING

- University: California State University, Long Beach – Bachelors, Business & Computer Methods.
- I LOVE THE PROBLEM OF BEHAVIOR CHANGE for optimizing health!
- Thinking out loud on my blog at www.MarkFeinholz.com
- Created "Step 2 Give", a gamified collaborative social experience that leverages activity trackers such as Fitbit - form or join a team to raise money for a cause while walking for your health.
- Continuous learning: behavior science (behavior psychology, habit design, metabolism, biological evolution)
- Continuous learning: technology (big data with Cassandra, Spark, Kafka, Python; data science; blockchain)