

# Eric Hedman

Servant Leader / Architect

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## EXPERTISE

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- API Strategy/Architecture
- Enterprise Data Architecture/BI
- PCI/HIPAA/HITRUST Compliance
- Identity Management/SSO
- Cloud: AWS/GCP
- Cloud Native/Serverless
- Mobile Solutions
- Agile/Lean Development
- Multi-Tenant, SaaS Architecture
- Microservices Architectures
- Subscription Billing/Payment
- Prediction Markets

## TECHNOLOGY

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- Database: SQL Server, Postgres, Firestore, Redshift, DynamoDB
- Container: Node.js/Docker
- MS Stack: C#, .NET, MVC, WebAPI
- Web: MVC/Angular/React
- Mobile: ReactNative/Firebase
- Ruby/Rails/Heroku
- OAuth, JWT, PKI Cryptography, Key Management
- iOS, AVFoundation, Swift

## APPROACH

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- Build Architectural Runway
- Conquer Technical Debt
- Decompose Problems into Value Stream
- Streamline Onboarding
- Automate
- Measure/Record/Report

## TRANSFORMING VISION INTO REALITY

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Hands-on Technology Leader/Architect with extensive experience developing cloud and mobile solutions for venture backed and high growth companies, building enterprise value through innovative product design and efficient/automated process management

Highly collaborative, empathetic, servant leader with proven track record in assessing product needs, negotiating internal consensus among stakeholders, and delivering reliable, scalable solutions. Able to balance iterative design methodology (Agile) with need-to-meet product delivery schedule. Strong commitment to build-measure-learn approach (Lean)

## WORK EXPERIENCE

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### Enterprise Architect – Population Health Management

*Cotiviti Inc. (acquired HMS Eliza) | Danvers, MA | 2020 – present*

*The intersection of healthcare IT, Big Data, predictive analytics, and cloud computing*

**Engagement:** Develop an architectural runway to integrate 3 acquired technologies into one unified Population Health Management platform: HMS Elli, HMS Essette, and HMS Eliza

#### Accomplishments:

- Architected, designed, developed a secure API Framework for sharing highly sensitive health care data between systems with long term plan to deploy a central “analytics integration hub” to facilitate internal and external integrations. Defined API Guidelines/Standards for alignment of all customer facing APIs
- Post-merger: Redefined role to focus on developing architectural runway in support of reshaping Eliza platform as a turnkey, self-service, “capability” to service full range of Cotiviti business units. Emphasis on API-centric architecture for campaign ingestion, analytics and reporting over the full range of outreach services

### VP Engineering/Chief Architect - SaaS/Analytics Platform

*Encompass-CX Inc (formerly SalesEQUITY) | Acton, MA | 2018 - 2020*

*A SaaS based B2B customer experience measurement/assessment application*

**Engagement:** Lead the technology and product management team to evolve an in-house consulting tool into a robust SaaS offering

#### Accomplishments:

- Developed a large scale, multi-tenant, data acquisition and analytics SaaS platform with real-time, data analysis, multi-tenant real-time dashboard and analytics visualization. Particular attention to client onboarding – reducing interval from 6 weeks with technical-team involvement down to 4 days – self service

### Chief Technology Officer

*Equality Cosmetics LLC | Waltham, MA | 2017 – 2018*

*An early stage startup developing a system for in-store manufacture of cosmetic products customized for a specific customer’s skin-tone and texture*

**Engagement:** Managed Software Architecture/Development to productize research prototype for in-store use, customer facing mobile app, and factory integration

#### Accomplishments:

- Developed a mobile device to accurately measure skin color and texture of surfaces in-store, using a combination of built-in camera and add-on optical enhancement
- Developed a mobile app to accurately measure skin color using only a built-in mobile-phone camera for in-home use

**Outcome:** Acquired in first year and rolled into Sephora USA technical organization

# Eric Hedman

Influencer / Collaborator

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w: <https://ejhedman.com>

## ARCHITECT

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- It is a job to be done.  
Not a title.

## MY WHY

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- I do things because they're worth doing. I serve those who touch the system or are touched by the system.

## SECRET POWER

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- Data Modeling
- Problem Decomposition

## SUPER POWER

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- Cross Team Collaboration
- Provide Safe Environment for Thought and Innovation

## More WORK EXPERIENCE

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### VP Engineering/Chief Architect - Cloud Hosting Provider

*RightNetworks, LLC | Hudson, NH | 2012 – 2016*

*A cloud-hosted accounting and financial application platform serving SOHO market*

**Engagement:** VP of Research and Development/Chief Architect tasked with putting the company on solid technical footing to be acquired. Technical infrastructure had to satisfy the cross functional needs of the enterprise including finance, support, marketing, product management, and operations. Responsible for managing all customer facing and internal software development activity

#### Accomplishments:

- Developed and Managed technology road-map spanning 4 years
- Defined long term architecture to position the company for aggressive/dynamic growth. Focus on scalability, elasticity, and automation of business processes, allowing company to grow revenue 350% in under 4 years
- Reorganized operational systems, internal processes, and developed customer self-service which allowed for 400% growth in seat-count with little increase in operational expense. Automation of customer journey reduced provisioning/onboarding time from over 48 hours to under 5 minutes
- Developed Channel Partner API to support key strategic partner - Intuit. API accounted for >65% of new seat acquisition. Achieved goal of 0-touch for > 50% of new customer activations
- Replaced in-house billing/payment, sales, and support systems with SaaS integrations (Zuora/Zendesk/salesforce)
- Developed data warehouse and automated reporting for sales and finance functions which was instrumental in due diligence leading to successful sale of company

**Outcome:** Successful sale of company to private equity firm (BV Investment Partners) for ~\$100M

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### VP Engineering/CTO - Mobile Image Recognition

*Mobot, Inc (acquired by Neomedia, Inc) | Lexington, MA | 2005 – 2009*

*A pioneer in Mobile Visual Search applications. Mobot grew to be the leading provider of mobile camera-based marketing applications for print media and brand partners*

**Engagement:** Joined initial management team to build and lead the development team tasked with productizing a proof-of-concept prototype supporting the first generation of camera phones (pre-iPhone)

#### Accomplishments:

- Responsible for all aspects of company's technical strategy, application development, and deployment
- Architect/Designer of mobile messaging infrastructure, application layer, and mobile image recognition system. Deployed a reliable, scalable, grid solution to distribute image recognition tasks to remote processing resources (formative "cloud" solution)
- Deployed automated service via SOAP/REST API to support global markets. (deployed in Spain, South Africa, Japan, Australia) with 24/7/365 uptime

**Outcome:** Mobot was acquired by publicly traded Neomedia, Inc within 1 year of first commercial deployment. Integrated and expanded platform over the course of several years

## More WORK EXPERIENCE

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### Founder/CTO – Streaming Music Service

*RadioAMP/NextRadio Solutions Inc | Cambridge, MA | 1999 – 2004*

*Groundbreaking internet music provider. First personalized streaming service on the internet.*

**Engagement:** Founder - Built a successful early-stage internet company from inception through several rounds of venture financing. Raised \$8 Million over 2.5 years

#### Accomplishments:

- RadioAMP grew to be the leading provider of customized, white-label streamed internet radio. Partners included Barnes&Noble, CDNNow, iWon, AltaVista, NBCi, BellSouth, AT&T, RealNetworks, and ClearChannel
- Responsible for all aspects of company's technical strategy
- Deployed the first "interactive" streaming jukebox on the web to comply with copyright/digital rights legislation
- Implemented data warehouse to measure and report operating statistics for over 5 million users and 5000 stations spread across 30 partners
- Deployed one of the industry's first subscription services for streaming music ~ 2003

**Outcome:** I departed when company changed leadership and changed direction to be a digital download purchase solution

## EDUCATION

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- BS - Electrical Engineering  
Cornell University
- MEng - Electrical Engineering  
Cornell University
- MBA – Finance/Operations  
Cornell University

## CERTIFICATIONS

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#### **SAFe5 - Scaled Agile, Inc**

- Agilist, Product Owner,  
Product Manager, Scrummaster

(4 Certifications 2021/2022)

## Other WORK EXPERIENCE (details on LinkedIn)

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### Consulting CTO – Security/Platform Development/Operations

Convenient Cards, LLC | Springfield, MA | 2009-2012

*Prepaid/Stored Value Card Provider*

### Consulting CTO – Estate Planning/Tracking SAAS System

EstateWorks, LLC | Maynard, MA | 2009-2012

*Estate Planning/Management SAAS Platform*

### Consultant – Digital Rights Management Specialist

Ruckus Network | Herndon, VA | 2006-2007

*Ad supported online music service available to American colleges*

### Tech Lead/Consulting Engineer – Cryptography/Security Products

Raptor Systems, Inc (acquired by Axent Technologies) | Waltham, MA | 1997-1999

*Industry leading Single Sign-On solution provider/Firewall provider (present for IPO)*

### Tech Lead – Product Management/Innovation Team

Open Market Inc. | Cambridge, MA | 1996-1997

*Provider of Ecommerce servers/solutions/products (present for IPO)*

### Project Manager/Account Manager – IVR/Telecom Products

Vicorp Systems, Inc | Boston, MA | 1994-1996

*Interactive Voice Response (IVR) and Speech Recognition Pioneer*

### Engineer/MTS – Data Networking Products

AT&T Inc - Bell Laboratories | Holmdel, NJ | 1987-1994

*High speed digital switch provider/R&D*