

Scott M. Willey

Dallas, TX | (214) 929-5913 | scottmwilley@gmail.com | scottmichaelwilley.com

Proven leader in software organizations with a track record of delivering innovative IT solutions. Experienced in consulting, corporate settings, and startups, specializing in Healthcare Clinical Delivery and Supply Chain Management. Highly skilled in selling concepts to market.

TECHNOLOGIES

AI & Agentic	Agentic AI, LLM Integration, GCP Vertex AI, Healthcare AI, Event-Driven AI, Prompt Engineering
Cloud	Google Cloud Platform (GCP) and Amazon Web Services (AWS)
Frontend	Next.js, React, TypeScript, Tailwind CSS, HTML, CSS, JavaScript, AngularJS, VueJS
Backend	C++, C#.NET, VB.NET, Java, Java Spring Boot, SQL
Databases	PostgreSQL, Neon, Oracle, SQL Server, AWS Redshift, BigQuery, Spanner, Firestore, MongoDB
API Services	Kong Gateway, GCP Cloud Healthcare API, HAPI FHIR, HL7 FHIR R4, Da Vinci Guides, REST
Design Tools	Figma, Adobe XD, Lucidchart

PATENTS IN HEALTHCARE

- Method, Apparatus, and Computer Program Product for Providing a Virtual Aggregation Group - US10726456B2
- Computerized Systems and Methods for Predictive Resource Control and Allocation from a Centralized Database - US20250029050A1
- Method, Apparatus, for Contract Compliance Monitoring and Enforcement - #2013765443
- Method, Apparatus, and Computer Program Product for a Pricing Utility - #2013765479
- Method, Apparatus, and Computer Program Product for Purchase Planning - #2013765507

AWARDS

- **Thought Leadership Excellence 2014 (Individual)** - from CEO at Novation, Aptitude BoD
- **Thought Leadership Excellence 2014 (Team)** - from CEO at Novation, Aptitude BoD
- **Thought Leadership Excellence 2012 (Individual)** - from CEO at Novation

TRAINING & CERTIFICATIONS

• NauticEd Bareboat Charter Master (Level IV)	2025
• Google AI Essentials	2025
• HCSC Leadership with Coach	2024
• NFX Guild - Market Networks	2016
• Angular2 with Typescript	2016
• Professional Scrum Master Certification	2014
• Doblin - Ten Types of Innovation	2011
• PMI - PMP Course	2007
• Oracle SQL and PL/SQL	1999
• Rational Rose UML Certified	1998
• Compuware UNIFACE Certified	1997

PROFESSIONAL EXPERIENCE

MEDECISION

March 2023 - Present

Vice President, Engineering & UM Product Management

Medecision is an integrated health management software company (wholly-owned subsidiary of HCSC BCBS IL, TX, OK, NM, MT) supporting virtual care and digital health. Platform serves 43 million lives across commercial and government health plans.

- Reporting to CEO, spearheads delivery and development of multiple healthcare technology products for Providers and Payers, including:

- **Utilization Management:** comprehensive PA/UM platform including prior authorization workflows, clinical review, and turnaround time management.
- **Appeals & Grievances:** manage, track, and resolve member and provider appeals with configurable workflows and audit-ready documentation.
- **API Access:** suite of REST and FHIR APIs enabling seamless data exchange and interoperability across healthcare systems.
- **Care Intelligence Engine:** automates workflows, approvals, goal-setting rules, turnaround time rules, and systematic processes.
- **Provider Portal:** streamlined provider-to-payer interactions via a FHIR-based integration layer.
- **AgentFoundry:** healthcare-native Agentic AI platform enabling clients to configure, trust, and scale event-driven AI agents. Pre-built agent library: Care Plan Recommendation; Prior Auth Review; Document Review; Benefits Review; Gap Closure; Risk Adjustment Coding.
- Leads cross-functional team of up to 100, including BAs, PMs, UI/UX designers, architects, and developers, driving delivery across the full project lifecycle.
- Supports sales by leading UM discussions, delivering demos, and addressing client questions on architecture, FHIR, and AI across the product suite.
- Led company-wide FHIR API strategy ensuring full compliance with 21st Century Cures Act (ONC Final Rule) and CMS-9115; implemented Da Vinci guides: Prior Authorization Support (PAS), Coverage Requirements Discovery (CRD), Documentation Templates & Rules (DTR), and Payer Data Exchange (PDex).
- Directed migration of UM infrastructure from hybrid Rackspace/AWS to Google Cloud Platform (GCP); led architectural shift to scalable multi-tenant data platform.

STARTUP OS (Silicon Valley Bank)

August 2022 – March 2023

Chief Technology Officer & Chief Product Officer

Multi-sided platform designed to foster a community for founders, mentors, and investors.

- Recruited by Silicon Valley Bank to realign product development strategy and lead engineering team growth.
- Led a product relaunch within 5 months after the company struggled with product-market fit, resulting in a completed, market-ready launch.
- Built and scaled a high-performing team across engineering, design, and product management.
- Implemented Product Metrics: Acquisition, Activation, Engagement, Retention, Monetization, and North Star metric.
- Managed application and AWS security and created a comprehensive security enhancement plan.
- Designed courses on: Market Segmentation, Market Target, TAM/SAM/SOM, Persona Builder, Value Prop Quantifier, Lifetime Value (LTV) of Acquired Customer, Cost of Customer Acquisition (COCA), MVP Builder, and Product Plan.

MEDECISION

October 2019 – August 2022

Vice President, Enterprise Architecture

- Designed and architected a scalable, multi-cloud Data Platform, initially built on AWS and transitioned to GCP.
- Led a cross-functional team of Architects, Solution Architects, and UX Designers to support all product lines.
- Spearheaded migration from a Universal Data model to HL7 FHIR-based models within the GCP environment.
- Implemented Google Cloud Healthcare API, including HL7® FHIR®, HL7® v2, and DICOM® APIs.
- Created comprehensive Software Architecture documentation to guide development across the full product portfolio.
- Architected and implemented a new reporting solution using BigQuery and a scalable data lake on Amazon S3 and enterprise data warehouse on Amazon Redshift.

ZYNX HEALTH (HEARST HEALTH)

May 2017 – October 2019

Sr. Technical Manager, Product Management

Zynx integrates evidence-based information into healthcare workflows to optimize decision-making.

- Built and launched Lumynz at HIMSS 2019 — a cloud-based clinical performance improvement platform identifying practice variations and driving evidence-based provider behavior change; reported directly to SVP Product & Clinical Operations.
- Created solution linking clinical and financial data to improve healthcare performance.
- Implemented FHIR ResearchStudy and ResearchSubject resources for evidence-based decision-making.
- Managed a cross-functional team to develop next-gen products, advancing Zynx's offerings.
- Developed and executed go-to-market strategies, driving customer engagement.
- Led three Google Ventures Design Sprints with Zynx and Hearst Health teams to innovate product features.

LANVERA

February 2016 – May 2017

Director of Product Software Development

Provider of end-to-end outsourcing solutions for transactional documents across healthcare, banking, and utilities.

- Collaborated with CEO to transform the company into a SaaS software company, reimagining the product offering and business model.
- Assessed existing technologies and architecture, recommending new solutions to support the product roadmap and mobile transition.
- Transitioned development methodology from Waterfall to Agile Scrum.

BLUEBERRY HOME / GROOVICE, INC. (Founder)

November 2014 – February 2016

President / Co-founder, CTO

- Secured significant investment from NFX Guild and relocated operations to Silicon Valley, CA.
- Successfully launched the product at TechCrunch Disrupt in San Francisco (Sept 2015).
- Spearheaded all technology solutions, overseeing the full process from design to software construction.
- Led product launch efforts in both Silicon Valley, CA and Dallas, TX.
- Created the product vision, developed detailed requirements, and designed wireframes.
- Built and managed a distributed team across Silicon Valley, Dallas, Chicago, and Austin using Agile Scrum.
- Actively engaged with coding and technology decisions, fostering credibility and trust within the technology team.

DAVITA RX

October 2014 – April 2015

Senior Manager, Clinical Customer Engagement & Mobile Technologies

- Led strategic direction and enhancement of the Pharmacy Insights product, focusing on clinical integration to improve outcomes.
- Collaborated with CIO to oversee a diverse portfolio of business and clinical systems, managing project intake and system roadmaps.

VIZIENT (VHA, INC. | NOVATION | APTITUDE, LLC)

December 2002 – August 2014

Leadership Team / Director of Product & Engineering – APTITUDE (10/2012 – 8/2014)

- Won internal innovation challenge leading to creation of Aptitude, securing \$10B in spend data and 1M+ products for analytics within 12 months.
- Founding member of Aptitude; oversaw product development ensuring alignment with project timelines, budgets, and ROI objectives.
- Partnered with buyers and sellers to gather actionable market insights and resolve platform-related inquiries.
- Drove innovation by securing board approval for advanced seller-side analytics, enabling a new business model.
- Scaled team from 4 to 70+, including engineers and clinicians, fueling rapid growth.
- Negotiated all software vendor contracts, optimizing costs and ensuring favorable terms.

Manager, Application Development – VHA, INC. (6/2007 – 7/2011)

- Managed IT portfolio of 20+ applications and 2 ERP systems for corporate services (Finance, Accounting, HR, Facilities).
- Chosen as one of 6 innovators from a pool of 3,000 employees to collaborate with the Doblin innovation firm — won the innovation challenge that led to the creation of Aptitude.
- Designed and launched MicroStrategy quarterly dashboards, driving a 60% increase in hospital utilization and 2,000+ daily logins.
- Boosted Novation finance performance by 30% through launch of a new Cash Receivable System integrated with Lawson ERP.
- Collaborated with corporate audit teams to successfully complete the annual SOX audit for applications.

Contractor, Application Engineer & Architect – VHA, INC. (12/2002 – 6/2007)

- Developed multiple clinical and financial applications across the enterprise.

COMPUWARE CORP

August 1996 – November 2002

Senior Application Developer, Enterprise Solutions

- Developed, architected, and enhanced applications for clients including Merck, ExxonMobil, State of Florida, Danka Office Imaging, Coastal Oil Energy, and State of Michigan.

EDUCATION

Computer Systems Technology – Northern Alberta Institute of Technology

1996

BOARDS & MEMBERSHIPS

- Board Member, Blueberry Home (Groovice Inc) – Palo Alto, CA (2014–2016)
- Member, NFX Guild – Guild for networks and marketplaces, Silicon Valley, CA (2015–2016)
- Member and Past Fleet Captain, Rush Creek Yacht Club – Lake Ray Hubbard, Dallas, TX (2010–Current)