MATT SPRADLEY

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PROFILE

Accomplished CTO and technology leader with over 30 years of experience building and scaling high-performance software and hardware systems across SaaS, IoT, and healthcare platforms, including 26 years leading engineering organizations. Four-time startup cofounder with two successful exits. Proven track record building secure, robust, and innovative SaaS and IoT platforms while driving operational efficiency and aligning technology strategy with business objectives in both startup and enterprise environments.

Experienced in leading cross-functional teams – including leadership at 8 healthcare-focused companies – across software development, data engineering, machine learning, infrastructure, and embedded systems. Adept at developing scalable, cloud-based architectures and implementing continuous delivery practices to support rapid innovation and growth. Trusted by executives to deliver technical vision, execution, and business value.

Leadership
Product development, software architecture, large-scale SaaS, scaling systems, AI infrastructure, system design, local and remote development teams, software integration, continuous integration, agile methodologies, SDLC

EXPERIENCE

StrongArm Tech (www.strongarmtech.com – SaaS and IoT Safety Technology) 7/22 – Present

CTO, Executive Director Engineering

- Managed engineering organization of 35 FTEs and 12 offshore contractors across web, mobile, data, firmware, and hardware, with 10 direct reports.
- Led restructuring of engineering operations, consolidating five teams into one while sustaining feature velocity, uptime, and product quality.
- Identified and implemented an off-the-shelf Android-based replacement for StrongArm's proprietary sensors, enabling retirement of internal hardware and firmware teams.
- Directed development of the new Android-based IoT sensor platform, reducing per-unit sensor costs from $350 to $100 while improving reliability, quality, and user experience.
- Led development of a "training-on-sensor" solution powered by the new Android-based platform, enabling real-time, on-device ergonomic coaching and solidifying StrongArm's position as the market leader in industrial worker safety.
- Modernized infrastructure with zero-downtime CI/CD pipelines using AWS and Terraform, improving deployment speed and resilience.
- Reduced data pipeline costs by 67% – from $105K to $35K per month – while doubling throughput.
- Improved application performance by over 500% through architectural and code-level optimizations.
- Personally resolved critical issues in Android OS-level power management and IMU algorithms in our legacy sensors due to resource constraints.

Rivia Health (www.riviahealth.com – Healthcare Patient Payment Technology) 8/2021 – 7/2022

CTO

- Led a software development team consisting of one architect and four cross-functional engineers, delivering a cloud-based healthcare payment platform.
- Directed the design of a service-oriented architecture in Microsoft Azure for a multi-tenant, HIPAA- and PCI-compliant SaaS system capable of processing millions of transactions daily, achieving 99.95% uptime; production volumes included 200K daily transactions across 30 Athenahealth practices.
- Defined and executed the technical product strategy with a focus on Athenahealth integration to drive early adoption and market traction.
- Assisted in fund-raising efforts and technical due diligence.

IDEXX (www.idexx.com – Veterinary diagnostics and veterinary healthcare software) 6/2017 – 1/2021

Director Platform Solutions Software R&D

- Reported to the Chief Software & Engineering Officer (CSEO) with 10 direct reports and oversight of 65 FTEs across 6 agile development teams.

- Led the development of large-scale, cloud-based veterinary healthcare platforms, including data acquisition, conversion, real-time analytics, and software integration across a global customer base.
- Oversaw development of DataPoint, the veterinary industry's first integration platform, enabling real-time connectivity to over 6,000 on-premise systems. The platform sustained more than 50 TB of daily data ingress and 20 million transactions per day while supporting hundreds of zero-downtime releases annually and maintaining less than 10 hours of total downtime over three years.
- Oversaw a team applying machine learning techniques to over 6 billion unstructured medical notes ingested by DataPoint, enabling the extraction of structured insights from complex clinical data.
- Collaborated with executives at several large companies, including insurance and pharmaceutical companies, to successfully leverage the DataPoint integration platform in their businesses.
- Built two high-performing development teams from the ground up, focused on cloud infrastructure, integration, and data services.

DataPoint (Veterinary software integration platform, acquired by IDEXX) 9/2016 – 6/2017

Chief Technology Officer

- Led design and development of DataPoint's cloud-based software integration platform for the veterinary industry.
- Built the DataPoint platform in less than a year with a small team of 2 developers. The platform generated acquisition interest from 5 large companies in the veterinary space.
- Led technical presentations and due diligence with several companies that ultimately resulted in DataPoint's acquisition by IDEXX.
- Designed DataPoint's services-oriented architecture with a focus on the PaaS capabilities of Microsoft Azure.
- Designed unique technology that worked through consumer and business-grade firewalls to connect distributed on-prem veterinary practice systems with DataPoint's cloud infrastructure.
- Worked with companies in the pharmaceutical and insurance space, inspiring them to use DataPoint's new technology to improve and extend their software products.

Aprima (www.emds.com – Healthcare industry electronic medical record software) 8/2013 – 9/2016

Senior Product Manager

- Reported directly to the CTO and led two development teams with eight direct reports.
- Directed the design and development of Aprima's next-generation cross-platform mobile EHR app (Aprima NOW) for iOS and Android, and a new AngularJS-based web portal, both hosted on Microsoft Azure.
- Delivered the mobile EHR app in under two years and launched the web portal within one year, significantly advancing the company's product offerings.
- Assembled and scaled two high-performing teams (6 developers for mobile, 4 for web) and oversaw architecture, UI/UX, and core design decisions across both platforms.
- Utilized a modern tech stack including C#, ASP.NET MVC, AngularJS, and Cordova to ensure extensibility and cross-platform compatibility.

MedAssets (www.nthrive.com – Healthcare industry revenue cycle management software) 6/2012 – 8/2013

Software Development Manager

- Led three cross-functional software development teams (30 employees total) supporting two healthcare revenue cycle products, using agile methodologies across both local and offshore groups.
- Directed a U.S.-based team building a cloud-based replacement for CarePricer using Azure and ASP.NET MVC, and oversaw another local team responsible for maintaining the existing estimating engine.
- Managed an offshore team of 12 in India focused on CarePricer support, coaching them to reduce their release defect rate from six per release to zero.

- Assembled and scaled a high-performing development team from scratch using personal network and team-building skills to build the CarePricer replacement; the team became the most productive in the division within two months.
- Architected a deployment strategy enabling cloud-based testing and delivery in Azure alongside on-premise data centers.
- Overhauled the CarePricer release process, implementing full automation with minimal downtime – eliminating a previously manual, error-prone, and time-consuming quarterly deployment routine that took a whole weekend.
- Designed a software architecture and deployment strategy that enabled MedAssets to deploy and test its products in the cloud (Azure) in addition to its data centers.
- Led change in CarePricer's release process to fully automate it with minimal downtime. The old process was cumbersome and error-prone, requiring the dev team to reserve a weekend every quarter to do the releases manually.

Vignature (Image-based electronic signatures) 11/2010 – 2/2012

CEO and Cofounder

- Cofounded Vignature to provide verifiable image-based electronic signatures.
- Led 5-person cross-functional team
- Raised seed round from a startup accelerator.
- Led development and oversaw the release of 4 products in 9 months.
- Developed website and infrastructure for Vignature SaaS.
- Designed, developed, and released Vignature for iPhone 4 and iPad 2 in 2 months.

Impirus (Websites and internet marketing for small law firms) 4/2009 – 12/2012

President and Founder

- Founded and self-funded Impirus to provide websites and internet marketing to small law firms.
- Managed offshore resources (4 developers) in Pakistan.
- Developed entire service-oriented software architecture to deliver Impirus' products using software as a service (SaaS) approach. Implemented using ASP.NET MVC, C#, and hosted in Azure.

SigmaFlow (Project management and simulation software) 12/2008 – 4/2009

Vice President, Development

- Short-term consulting role.
- Managed cross-functional 15-member offshore team in Pakistan and local team of 2 developers.
- Implemented a continuous integration system.
- Offered guidance that reduced development time by over 50%.

Eklin (https://www.antechdiagnostics.com/ - Veterinary imaging and EHR software, acquired by VCA) 2005 – 12/2008

Vice President, Development

- Led technical diligence and system integration discussions for VCA's acquisition of Eklin. Eklin was doing $35MM in revenue with 85 employees at the time.
- Managed and hired all technical employees, peaking at 25 people with 7 direct reports.
- Managed entire life cycle for all products.
- Implemented agile software development processes based on Scrum.
- Planned strategically for future products and product features.
- Managed continuous integration process that produced daily builds.
- Negotiated and managed relationships with vendors.

- Developed software for a portable digital radiography unit that resulted in over $7MM in revenue in 1 year.
- Played a key role in the acquisition of a digital radiography company. Involved in the technical assessment of the product line. Created and implemented a plan for expedited software release in 2 months.
- Invented an innovative way to transfer electronic medical records between systems.

eLinc Corporation (www.viainfosys.com - Veterinary practice management software) 1999 – 2005

Cofounder, CTO

- Spearheaded acquisition talks and negotiations with two public companies and one private company.
- Instrumental in the successful acquisition of eLinc by Eklin.
- Led engineering team consisting of 5 developers, 2 QA, and 1 systems engineer.
- Led 4-person CS team.
- Invented a system that configured clients' servers and workstations automatically. This eliminated the need for staff to do system configurations, giving eLinc a significant advantage over its competitors.
- Designed an automated build system that facilitated a continuous integration process. The system eliminated the need for a DBA and a developer devoted to the build process.
- Recruited and hired over 90% of employees.
- Engineered a 3-tier architecture for eLinc's PIMS software (VIA) using the CSLA framework, enabling long-term adaptability and maintainability. The system remains in use over 25 years later, having evolved alongside modern technologies with minimal structural changes.

EDUCATION

Texas A&M University 1994

B.S., Electrical Engineering

VOLUNTEER EXPERIENCE

Lead Mentor Robotics Team (https://egmrobotics.wixsite.com/egmr) 2018 – 2022

Mentor a team of high school students on a FIRST Robotics Competition team, EGM Robotics #8055. FIRST participation encourages students to pursue education and careers in STEM-related fields and inspires them to become leaders and innovators.

- Teach students general engineering principles.
- Teach students how to design mechanical, electrical, and software components of a robot.
- Teach students how to build a robot using shop tools, CNC routers, and 3D printing.

UTDesign Sponsor (www.utdesign.utdallas.edu) 2000 – 2016

Mentor 4-6 college seniors on a semester-long software design project.

- Teach students software engineering principles related to collaborative team projects.
- Teach students about SDLC in corporate environments.