

SETH W. SPANOGLE

ENGINEERING TRANSFORMATION | APPLIED AI | HEALTHCARE PLATFORMS

Tampa, Florida | sws@proton.me | linkedin.com/in/sethspanogle

Hands-on, execution-oriented engineering leader with deep experience building products, platforms, teams, and operating systems across healthcare and enterprise technology. Combines technical depth with organizational leadership across applied AI, cloud modernization, interoperability, engineering effectiveness, and talent development. Moves comfortably between executive strategy and delivery detail, turning ambiguous initiatives into practical architectures, governed workflows, measurable operating improvements, and high-performing teams.

LEADERSHIP CAPABILITIES

Applied AI & Agentic Workflows | Engineering Transformation | Cloud & Platform Modernization | FHIR / SMART on FHIR / HL7 | AWS HealthLake | Engineering Effectiveness | Quality & Reliability | Organizational Design | Talent Development | Executive & Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

GREENWAY HEALTH | *Healthcare technology and services*

Director, Product Engineering / Development Engineering

Apr 2022 - Present

- Lead enterprise engineering transformation spanning healthcare interoperability, platform modernization, engineering governance, delivery effectiveness, and AI-enabled software development across U.S., India, partner, product, architecture, security, QA, and infrastructure organizations.
- Directed FHIR platform rearchitecture and AWS HealthLake modernization, shaping migration strategy, onboarding patterns, testing architecture, delivery governance, and cross-functional execution with internal teams and strategic partners.
- Originated the AI Engineering Lab and reusable workflow-skills strategy; created the initial AI skills and delivery workflows for requirements, architecture, backlog analysis, code review, testing, and release evidence, and supported expansion into the broader AI SDLC Harness.
- Directly led the Tampa Developer Academy interviewing and onboarding program through a funnel of 700+ applicants, 150+ resume selections, 60+ screening candidates, and eight initial hires with 100% offer acceptance; developed an Academy-based organization supporting two product teams, eight engineers, and one quality specialist.
- Advanced Catalyst Lab delivery and governance across FHIR, electronic case reporting, PI planning, engineering principles, component testing, interoperability strategy, innovation initiatives, and portfolio-level risks and dependencies.
- Led complex Prior Authorization and revenue-cycle initiatives across product, UI/BFF, platform, security, QA, and external partners, strengthening delivery alignment, technical decision-making, release readiness, and issue recovery.

Senior Manager, Technology & Innovation / Product Development

Feb 2019 - Apr 2022

- Led five Scrum teams and seven direct reports across three customer-facing products, aligning architectural runway, resource allocation, quality, stability, and delivery priorities with product and enterprise architecture leadership.
- Implemented monthly maintenance releases, defect prioritization, rapid-response incident management, root-cause analysis, and corrective-action traceability, contributing to an 83% reduction in customer-reported defects.
- Established executive-facing operating metrics for adoption, engagement, performance, uptime, communications, and telehealth, turning product reporting into a repeatable management and accountability system.
- Led initial Quality Management System implementation using ISO 9001:2015, Lean, and DMAIC principles; institutionalized quality expectations through automation, observability, readiness standards, and reliability governance.

Manager, Product Development

Apr 2017 - Feb 2019

- Promoted from principal engineer into product-development leadership, expanding responsibility from technical delivery to people leadership, portfolio execution, quality, and continuous improvement.

GREENWAY HEALTH - TECHNICAL LEADERSHIP FOUNDATION

Principal Software Engineer

Aug 2013 - Mar 2017

- Led execution and implementation of Greenway Patient, a multi-tenant SaaS portal that became the company's flagship patient-engagement platform, serving 10,000+ providers, 6 million patients, and approximately 60,000 active users per day.
- Led Greenway Community population-health integration across Prime Suite, Intergy, and SuccessEHS, enabling bulk and real-time clinical, appointment, and demographic exchange for ACO and HEDIS measurement, risk stratification, and point-of-care insights.
- Designed interoperability capabilities spanning C-CDA 1.1/2.1, clinical APIs, EMPI-based cross-practice identity, chronic-care services, and supplemental data extraction across multiple EHR platforms.

NOVIMEDICINE, INC.

Co-Founder & Software Developer

Jul 2011 - Jul 2013

- Conceived, architected, and built an early HIPAA-compliant store-and-forward telemedicine platform; selected for Rock Health's Boston accelerator hosted at Harvard Medical School and demonstrated at Health 2.0 Launch.

TOPAZ GROUP VENTURES / SURETECH.COM

Co-Founder, Director of Development & Operations

Sep 2007 - Jun 2011

- Built cloud-based IT services and Desktop-as-a-Service offerings, led technical and dispatch operations plus nationwide service partners, and grew the business to more than \$1 million in annual revenue.

SNYDER'S-LANCE, INC.

Senior Software Developer

Jun 2002 - Sep 2007

- Led development of national distribution middleware connecting 1,250+ route-delivery handheld systems with JD Edwards ERP; introduced .NET and delivered B2B inventory, logistics, intranet, and reporting applications.

EARLIER SOFTWARE ENGINEERING

Beansprout Networks | Soundsbig.com | Putnam Investments | Music Interactive | 1995 - 2001

EDUCATION & PROFESSIONAL DEVELOPMENT

Berklee College of Music - Bachelor of Music, Business / Management

Leading SAFe | Scaled Agile | ISO 9001:2015 Leader Certification

Recognition: Rock Health Fellow, Boston v3 | Health 2.0 Launch participant