

# Alex Kramer

## Product and Technology Executive

Start-up executive, leader, and builder with demonstrable experience taking products from ideation to commercialization that solve real world problems securely and compliantly, at scale. Extensive expertise in digital healthcare, lab diagnostics, and assembling and growing productive teams. Experienced across all aspects of the product lifecycle including operations, business development, strategic partnerships, regulatory, finance, and legal.

### EXPERIENCE

#### Fractional CTO, Remote

Self-employed SEP 2023 - PRESENT

Providing technical and product advisory to health care start-ups and similarly regulated companies (e.g. life insurance, etc).

#### BalancedWork, Washington, DC

Co-founder and CTO NOV 2023 - May 2025

Built an application that ingested calendar, org, and related information to generate data-informed recommendations around improving relationships and organizing hybrid work schedules to maximize team effectiveness..

#### imaware, Frisco, TX

Consulting CTO SEP 2023 - PRESENT

Hands-on leader overseeing all facets of the business (product, technology, security, sales, regulatory, and logistics). Consolidated two platforms into one to realize 75% savings in cloud spend. Completed the re-positioning of the company from a DTC company to a B2B player which included building new MSAs and working out new pricing strategies..

#### binx health, Cambridge, MA

VP, Digital Product and Technology FEB 2022 - AUG 2023

Head of Digital Product JUL 2021 - FEB 2022

Head of Software Engineering APR 2019 - JUL 2021

Director, Software Engineering MAY 2018 - APR 2019

Co-founded and architected the proprietary binx *everywhere* digital platform (acquired by imaware, Inc) which enabled diagnostics-as-a-service at population level scale. The HIPAA-compliant and SOC-2 Type 2 certified platform powered remote testing services for state health departments, large universities, multi-national companies, and healthcare entities.

- Built multiple high-performing teams in response to changing circumstances that combined in-person, remote, hybrid, and near-shore resources.
- Created and executed a business plan to launch population health COVID-19 screening programs and expansion into the UK market.

### CONTACT

Greater Boston Area

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### SKILLS

Technology/Product Strategy

Enterprise Architecture

Leadership/Team building

Software Development

Cloud Infrastructure

IT Security

Cross-functional Coordination

### EDUCATION

**Williams College,**  
Williamstown, MA — BA

2005 - 2009

Double Major, Computer Science  
and Physics

Activities: Varsity Soccer and  
Concert Choir

- Participated in the design and execution of the usability study and FDA filing to get one of the first EUAs for a self-collected nasal swab.
- Hired and managed the binx *io* instrument software team through the 510(k) filing, migration to Windows 10 IoT, and launch of secure, interoperable data transfer capabilities.
- Set the strategic product roadmap for the digital platform and the instrument software.
- Prepared the digital business unit for a potential Series A spinout, pitched inside and outside investors, and supported M&A related activities. Successfully sold unit to imaware end of 2023.

## **Good Start Genetics (acquired by Invitae), Cambridge, MA**

**Engineering Manager** *APR 2016 - MAY 2018*

**Lead Software Engineer** *MAR 2015 - APR 2016*

Hands-on technical lead and manager for the development organization. Responsible for overall code quality, resource allocation, software design, enterprise architecture, and personnel management.

- Devised a new hiring program that resulted in the hiring of 7+ developers in 6 months plus 5 additional departmental hires (QA, etc).
- Managed the product and led the development and architecture of the company's first consumer-initiated carrier screening product - VeriYou.
- Oversaw the launch of a patient-first experience with insurance transparency and flip to cash options which improved cash flows.
- Spearheaded agile transformation and general turnaround of department which led to increased velocity and institutional value (like modern patient and consumer experiences) which directly contributed to the successful sale of the company.
- Orchestrated the move from on-prem to cloud infrastructure (AWS).

**Senior Software Engineer** *MAY 2014 - MAR 2015*

**Software Engineer** *MAY 2012 - MAY 2014*

Led a team delivering high impact features and new products to the suite of custom applications that satisfied use cases such as LIS/LIMS, ERP, and externally facing customer and patient portals.

- Introduced modern JavaScript frameworks into the Grails app which reduced the time to review the lab batches.
- Created the first async messaging layer that interfaced between applications and robots to improve reliability and decrease coupling.
- Overhauled SDLC by replacing SVN with Git and Jenkins with Bamboo.
- Designed a custom CRM module which allowed a high level of customization to the services provided and led to increased sales.
- Rewrote the accessioning module resulting in increased data entry efficiency and a lower error rate.
- Launched clinician portal to allow clients to place orders and see results which decreased client on-board time and expense (EMR integration alternative).

## **Wellington Management, Boston, MA**

**Systems Engineer** *JAN 2011 - MAY 2012*

**Systems Support Engineer** *JUL 2009 - JAN 2011*

Enhanced software to support the Legal and Compliance department and ensure that all trades remain compliant with client and government

regulations and requirements.

- Designed and implemented a custom metrics platform to monitor a black box vendor product.
- Created one of the first Grails applications at the company in an effort to demonstrate its effectiveness over Struts 2.
- Built Oracle PL/SQL packages to evaluate company, client, and regulatory guidelines at trading performance speeds.
- Migrated large ETL pipeline to a new tool.
- Orchestrated the move of our applications to a new datacenter.