

William “Bill” Nobes

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SUMMARY

Hands-on engineering leader who builds software to help people, and the small teams that ship it. 25+ years delivering production systems across healthcare, media, and publishing. Still writing most of the code, now at ~95% AI-written and roughly 10x prior throughput. People-first and mission-first, with a long track record of stealth builds that become the standard. By day I lead engineers. By night I produce techno and multimedia art. That range keeps me fluent across generations, as relatable to an early-career engineer as to a seasoned peer.

CORE COMPETENCIES

Leadership: Engineering Leadership · Team Building & Mentorship · Cross-Generational Leadership

AI: AI-First & Agentic Development · Claude Code · LLM Integration · Openclaw / Hermes Agent

Engineering: Software Architecture · CRM / LMS / eLearning · HIPAA-Compliant Systems · Low-Dependency, Durable Systems · Automation

EXPERIENCE

FinThrive (formerly nThrive) — Director of Engineering & Technology Services | 2015–Present

- Rebuilt a fragmented team into one of the company's highest-output engineering groups; repeatedly cited by direct reports as the best manager they've had.
- Shipped a CRM, automated webinar builder, and a custom assessment / course-builder platform from scratch after off-the-shelf tools failed users; all now key product differentiators.
- Introduced AI-first development: deployed Claude Code on internal infrastructure. The team has shipped more in the last 18 months than in the last five years.
- Drove AI-generated production code from 20% to ~95% via a team-wide “Vibe-a-thon”; group recognized as the company's leading AI adopter, operating at ~10x prior velocity.
- Mentor engineers in first-principles design: flowcharting before code, rigorous error handling and logging, and questioning frameworks over cargo-culting.

Intellisanté — CTO / Co-Founder / Lead Developer | 2011–2015

- Co-founded a behavioral-health tech startup using technology to connect patients, providers, and caregivers.
- Built C3HealthLink, a HIPAA-compliant platform; led a multi-developer team across web, mobile, and backend analytics.

Twin Oak Group, Inc. — Founder / Principal Consultant (Virtual CTO) | 2001–2011

- Operated as a solo virtual CTO and lead developer for healthcare, media, and publishing clients.
- Built TheBody.com's CMS from scratch for an HIV/AIDS advocacy and information service; ran 10+ years, survived acquisition, praised by the acquirer's CTO as some of the most stable code he'd seen.
- Built a CMS and LMS for Cyberounds.com and TheDoctorWillSeeYouNow.com (still running).
- Built eConnect, a large-scale web marketing platform for SoulKool, used by Nestlé, Teen People, and others. It powered the agency's "undercover marketing" operation, which CBS's 60 Minutes profiled.
- Built a roster-management platform for Platinum Rye Entertainment, a celebrity talent-buying firm serving dozens of Fortune 500 brands. It ran their entire artist roster and stored everything attached to it: contracts, documents, and notes.

EARLIER EXPERIENCE

- The Shooting Gallery — VP of MIS: ran technology operations for a film studio's digital media division during the dot-com era.
- Miller Freeman / CMP — Senior Systems Specialist: managed enterprise digital asset management for this major publisher; built training programs for the desktop-publishing transition.
- New York Times Magazine Group — Technologist & Designer: built a stealth rapid turnaround graphics department that outpaced and eventually absorbed the corporate department.
- EB-Tide Multimedia — Founder: ran a design and typesetting firm serving Scientific American, MetLife, the NYC Department of Finance, and Captain Morgan.
- Digitech Telecommunications — Lead Developer: sole developer at an 8-person startup; shipped retail encryption software and contributed to JP Morgan home-banking security and US Dept. of Commerce DES validation testing.

CREATIVE & MULTIMEDIA

- Founder, [House of Robot](#) — a recording studio and multimedia creative space that works with local artists and nonprofits to develop ideas into finished projects.
- Created [Live from the House of Robot](#), a Telly Award-winning livestreamed concert series — 150+ hours, 40+ shows, ~70 local artists.
- Produced [Analog Trenton](#), an all-analog, 40-track album featuring 27 area artists.
- Producer and creator of multimedia performances and installations.
- [IMDb Profile](#)