Jed Herzog

jed@jedherzog.com

503.853.5543

My highest intention is to lead, empowering teams to achieve excellence and deliver industry-leading outcomes

I am a proven leader and manager with exceptional experience and advanced software engineering and technical expertise.

— Major Competencies

- Executive & Organizational Leadership
- Technical Strategy, Architecture & Leadership
- Communication
- Cloud-Based Development & Systems Administration
- Full Stack Development & Cross-Language Proficiency
- Bridging Disciplines

— Work Experience

Linkwell Health - 2019-Present - Executive Director of Engineering

Hired as a Senior Software Engineer in 2019 to lead in-house technical product development, I met key goals in product and team-building and was promoted to Executive Director in 2022. I build, manage and lead a diverse, cross-functional engineering team. As part of the Executive Leadership Team (ELT), I align our engineering strategy with corporate goals, driving revenue growth and profitability. I collaborate closely with Client Success and Sales, providing technical expertise during sales and maintaining strong client relations. Our software powers personalized digital experiences for leading healthcare insurers, (e.g., Aetna, United Healthcare), leveraging Azure Cloud Products, Python, Drupal API, PHP, JavaScript, advanced API frameworks.

Outlier - 2005-2019 - Founding Partner, Technical Lead, Lead Developer

Founded and grew Outlier into a successful agency by focusing on client retention and securing accounts with Adidas, Intel, Ford, HP, and Bank of America. Architected projects, built and mentored high-performing technical teams, and consistently delivered innovative solutions. This drove success across projects, clients, and company goals year after year.

— Executive Leadership and Strategic Management

Problem-solving is one of my core strengths, but what truly drives me is tackling challenges across disciplines—a higher-level skill requiring diverse perspectives and experiences. My leadership philosophy centers on aligning teams and strategies to achieve organizational success, fostering collaboration across departments. I have consistently excelled, built successful businesses, led highly technical and cross-functional teams, engaged with clients and executives, and delivered results. I'm eager to bring this leadership approach to your organization.

- Bridged communication and priorities between executives, managers, clients, and engineers, ensuring alignment at every level.

- Invested in professional development through workshops, networking groups, and events like Adobe Summit and DrupalCon.

- Led with a leadership philosophy shaped by executive coaching and programs using tools such as DISC, BBI, Lionheart, and Strengths and Weaknesses assessments.

- Extensive experience in business finance, forecasting, cost analysis, discovery, and ideation.

- At Linkwell Health, drove 3x revenue in five years, surpassing $10M annually while working with insurers including Aetna, United Healthcare, BCBS plans, and Humana.

- As a partner at Outlier, achieved 11 years of revenue growth, averaging 30% YOY, securing accounts with major brands like Adidas, Intel, Ford, Bank of America, and HP.

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▬ Technical Expertise

Technology drives innovation, efficiency, and new possibilities within organizations, and I have championed its transformative power throughout my career. My approach to technical leadership is a confluence of leadership, mentorship, structured processes, foresight, clear communication, and strong technical expertise. My career embodies this philosophy. I'm excited to apply this approach to help your organization achieve its goals.• Focused on Drupal development while staying diversified and utilizing modern web technologies.

•   Led teams and served as senior engineer/architect on high-profile projects for clients including United Healthcare, Aetna, Adidas, Intel, Dove Lewis, and Element.

•   Expertise in Python, PHP, Azure Cloud, Adobe AEM, Braze CRM, Kubernetes, Drupal API, various API integrations (JSON, REST/SOAP), eCommerce/ERP, data migrations, SQL, Linux, Git, JavaScript, Node.js, and more.

•   Built and managed technical teams, including hiring, training, and mentoring software engineers, web producers, content creators, SEO experts, and marketers. Managed external, remote, and in-house teams and vendors.

•   Created innovative products, including a user-personalized data-driven email system (CRM), a LIM application for a multinational corporation, and a premium e-learning platform.

•   Developed and enforced project management processes and documentation standards.

•   Continued professional development and contributed to mentoring communities.

▬ Previous Work Experience

Clemson University - 2001-2005 - Instructor
Executed an EdTech grant to bring over $1M in technology and training to dozens of schools. Taught a 300-level course on technology integration and trained educators to incorporate technology into traditional subjects.

▬ Education

Clemson - Clemson.edu - 1996-2001 - Economics

B.S. in Economics - With Honors, Faculty Award for Outstanding Achievement in Intermediate Economic Theory

Clemson - Clemson.edu - 2001-2004 - Applied Economics

Post-Graduate work in Econometrics

▬ Extracurricular

Ask me about one of my past personal projects:

Curiosity Club   Ignite Portland   Legion of Tech   Idiolects Podcast   Moguls