

Jeffrey Louden

SVP, Engineering at The Atlantic

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jefflouden.com

I build teams and things: engineering organizations that are diverse, inclusive, and kind, and that ship high-quality products quickly.

WORK

- 2025 – Now **The Atlantic**
SVP, Engineering
Lead The Atlantic's 30+ person Engineering and QA organization.
- 2022 – Now **Existential Engineering Company**
Founder
Built Aureo, a studio gear and plugin catalog, and the open-source catalog behind it.
- 2021 – 2022 **TIME**
VP, Software Engineering
Led TIME's 12-person core software engineering team and its technical strategy.
- 2020 **Lyft**
Engineering Manager II, Memberships
Led the 10-person team behind Lyft Pink, Lyft's subscription. Started its core platform team and led integrations with Bikes, Scooters and Rentals and partnerships with Grubhub+ and Chase.
- 2015 – 2020 **The New York Times**
Director of Technology, NYT Cooking
Led NYT Cooking's 25-person team and built the paywall behind its \$20M subscription. Cooking won two Webbys and a James Beard Award. Founding member of the Women in Tech task force.
- 2014 – 2015 **Nest and Google**
Senior Web Developer
Joined Nest just before Google acquired it, and stayed on at Google.
- 2013 **The New Yorker**
Director of Engineering
- 2011 – 2013 **Obama for America**
Lead Software Engineer, BarackObama.com

EDUCATION

- 2005 – 2007 **Berklee Online**
Certificate, Music Technology and Production
- 2001 – 2005 **Florida State University**
B.S., Information Studies