

Jeffrey Louden

SVP, Engineering at The Atlantic

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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 (2026 – Now) · VP, Engineering (2025 – 2026)
- 2022 – Now **Existential Engineering Company**
Founder
Building Aureo, an app that tracks studio gear and plugins, maps the wiring, and values the studio.
- 2021 – 2022 **TIME**
VP, Software Engineering
Responsible for TIME's core software engineering teams and strategy.
- 2020 **Lyft**
Engineering Manager II, Memberships
Led a 10-person cross-platform team behind Lyft Pink, the subscription platform. Started a 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 cross-platform engineering team and its long-term technical strategy. Built the paywall infrastructure behind a \$20 million subscription product, expanded to new platforms, and won two Webby Awards and the 2019 James Beard Award for Publication of the Year. Founding member of the Women in Tech task force, reimaged engineering hiring with recruiting, and helped foster a remote-first culture as its most senior engineering leader.
- 2014 – 2015 **Google**
Senior Web Developer
- 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
SAE Institute Nashville