



Jeff Herman

**Executive Vice President and CRO
Bridgeway Benefit Technologies LLC
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A customer-focused executive with more than 20 years of experience driving sales growth in the multiemployer sector, Jeff Herman is the Executive Vice President and Chief Revenue Officer at Bridgeway Benefit Technologies LLC (Bridgeway). Herman's career has been guided by his passion for aligning with customers and helping them achieve their business objectives through thoughtful consultation and presenting best fit technology solutions. Since joining Bridgeway in 2005, his proven experience executing business strategy and commitment to customer satisfaction have led to a series of progressive managerial promotions. Now in the C-suite, he heads the company's growing revenue organization delivering leading benefits administration technology solutions to Taft-Hartley self-administered fund offices and third-party administrators. In his current role, Herman is responsible for optimizing all revenue-generating activities to maximize customer retention, build strategic alliances and drive overall business expansion. A thought leader and sought after presenter on information technology within the multiemployer industry, Herman participates in numerous industry speaking engagements and is a featured presenter at Bridgeway's annual Users Group Conference, delivering highly engaging sessions on top-of-mind customer topics.