



Ed Rodgers

Fractional leadership, advisory, and hands-on building for health tech, digital health, and oncology.

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A highly adaptable technologist, business leader, and polymath. I created the first digitized oncology clinical decision-support system: now used by a fifth of the country's oncologists; and helped grow that concept into a profitable business (Via Oncology → ClinicalPath/Elsevier). Most recently I stood up the technology, security, product, and project-management foundations for a healthcare startup. The result is unusually wide range: I can architect and build the software, run the security and compliance program, manage the project, sell and market the outcome, and develop the team that sustains it.

1 in 5

U.S. oncologists reached by the clinical pathways category he architected

5 yrs

Scaled Via Oncology to profitability, then through acquisition

24 to 60

Employee NPS lifted across two cycles (2020 to 2024)

9x

Oncology Clinical Pathways Congress speaker (2014 to 2026)

ROLES I CAN STEP INTO

- **Fractional Technology, Product, or Security Leader**
Lead the function and its roadmap on an interim basis while you recruit the permanent hire.
- **Security and Privacy Team Augmentation**
Add senior capacity for audit prep (SOC 2, HITRUST, ISO 27001), remediation of findings, and certification activity, including internal audits against NIST 800-53.
- **Project Manager**
Drive complex implementations of point solutions or technical projects where a long-term internal hire is not needed.
- **Strategist and Roadmap Consultant**
Shape product strategy and roadmap, or provide executive presence in a growing product team while your leaders develop.
- **Sales and GTM Leader**
Build and run the revenue team, methodology, and go-to-market motion.
- **Healthcare and Oncology Domain Advisor**
Provider-side guidance across clinical workflow, clinical technologies, and informatics (data and analytics), with deep expertise in pathways and decision support, plus conference speaking.

WHAT I DO

Strategy & Business Leadership

Set direction, then build the business that delivers it.

- **Strategic planning:** translate a concept into a fundable, scalable business.
- **Product strategy & roadmapping:** define what to build and in what order.
- **Go-to-market (GTM) strategy:** positioning, pricing, and launch planning.
- **Business operations:** stand up the operating model for an early-stage company.
- **Budgeting, forecasting & financial planning.**
- **Pricing strategy.**
- **Scaling startups to profitability:** helped Via Oncology reach profitability within 5 years; co-led it for a decade alongside four other senior leaders.

Product & Technology

I can actually build it: not just talk about it.

- **Product management:** concept through multi-tenant SaaS; owned scalability.
- **Software engineering:** built the original product (Java).
- **Database design:** original data infrastructure (MS-SQL).
- **Systems architecture.**
- **Software Development Life Cycle (SDLC):** tooling, process, and standards.
- **Healthcare interoperability (HL7).**
- **Cloud infrastructure:** directed Azure infrastructure build-out.
- **Quality engineering & QA processes.**
- **AI-assisted development:** Claude / Claude Code is my current platform of choice; I build working software, documents, and automations with it.
- **Modern dev stack:** GitHub, Azure DevOps, Vercel, Supabase, Ubuntu.

Security, Privacy & Compliance

Built and owned the program, not just advised on it.

- **Security Officer & Privacy Officer** experience (Model Oncology).
- **Security program build-out** from scratch.
- **HIPAA & HITECH** regulation and compliance.
- **Healthcare data risk:** privacy, security, and operational safeguards.

Healthcare Domain Expertise

Deep, current, provider-side knowledge; I helped create this category.

- **Oncology clinical decision support / clinical pathways:** original architect of the first digitized system; helped create a new industry.
- **Medical subject-matter expertise:** operational, financial, regulatory, and technical challenges facing provider organizations.
- **Healthcare regulation & compliance** (HIPAA, HITECH).
- **Medical billing & coding.**
- **Industry contribution:** 2016 ASCO Task Force on Oncology Clinical Pathways (invited provider-perspective contributor and reviewer).

Sales, Marketing & Growth

Find the customer, win the customer, keep the customer.

- **Sales leadership & sales management.**
- **Sales methodologies, call planning & negotiation.**
- **Forecasting & pipeline / buying-cycle tracking.**
- **Sales-play adjustment & GTM execution.**
- **Marketing & digital marketing:** public-facing corporate website, AdWords, qualified-lead management, close tracking.
- **CRM / Salesforce administration.**
- **Sales tooling:** Gong, Outreach.io, Vidyard, LinkedIn Sales Navigator, LinkedIn Recruiter, Greenhouse.

Project & Program Management

Get complex, cross-functional work across the finish line.

- **Project & program management:** established the PM function for a startup.
- **ERP implementation:** led the Oracle NetSuite ERP rollout.
- **Vendor / MSP management:** managed managed-service-provider relationships for End-User Compute.
- **PM tooling:** Smartsheet, Atlassian Confluence, Miro, Azure DevOps.

People & Team Development

Build teams that perform and want to stay.

- **Team building:** built a 7-person business-development and account-management organization from the ground up.
- **Coaching & individual development.**
- **Culture & engagement:** improved employee NPS from 24 → 42 (2020–22) and 42 → 60 (2022–24).
- **Emotional intelligence, positive psychology & active listening** applied to leadership.

Communication & Facilitation

Make the complex clear for any audience.

- **Public speaking & conference presenting:** 9× speaker/panelist at the Oncology Clinical Pathways Congress (2014–2026); multiple ACCC, AVBCC, QCCA/NCCA, and CHOP engagements.
- **Presentation design:** above-average PowerPoint; 15+ years of webinar / video-conferencing (Zoom, WebEx) facilitation.
- **Technical & business writing:** trusted internal reviewer/editor of customer-facing communications.
- **Requirements gathering & active listening.**

Creative & Media Production

Design, visualize, and produce the supporting assets.

- **Solution design & wireframing** (Miro and similar): visualize solutions early.
 - **Graphic & photo editing:** Adobe Photoshop.
 - **Video production & editing:** Adobe Premiere, Vidyard.
 - **Website design & content:** WordPress, corporate-site build and management.
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TOOLS AND PLATFORMS

Category	Tools
AI	Claude / Claude Code
Cloud & Dev	Azure, Azure DevOps, GitHub, Vercel, Supabase, Ubuntu
Productivity	MS Office Suite + O365 (Teams, Access, Forms, SharePoint Administration, Power BI)
Project / Collaboration	Smartsheet, Confluence, Miro
CRM & Sales	Salesforce (Administration), Gong, Outreach.io, Vidyard, LinkedIn Sales Navigator, LinkedIn Recruiter, Greenhouse
Creative & Web	Adobe Photoshop, Adobe Premiere, WordPress, Website Design
Quality	Quality Engineering, QA Processes
Writing	Technical Writing