



Jeremiah Henning  
Bandar Seri Begawan,  
Brunei Darussalam  
jeremiah@henning.work

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## Executive Summary

Senior Technology Executive with over a decade of experience leading enterprise digital transformations to drive business growth, optimize operations, and reduce costs. Proven expertise in aligning technology strategies with business objectives, delivering measurable results such as 70% cost reductions, enhanced operational efficiency, and improved customer experiences.

Specialized in leading multi-departmental teams through complex challenges, executing large-scale technology initiatives, and implementing innovative digital strategies to unlock organizational potential. Known for delivering strategic solutions that enhance security, streamline workflows, and enable sustainable growth.

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## Professional Experience

### Digital Transformation Consultant

#### Self-Employed | Remote | January 2025 – Present

- **Digital Presence Creation:** Independently designed, developed, and launched two fully responsive websites, optimized for SEO, and set up social media profiles, positioning the client for future growth in digital marketing and business management. Successfully established their online presence from scratch, significantly improving visibility in the entertainment sector where none existed before.
- **Investment Readiness & Positioning:** Advised the client on strategically positioning themselves for investment in their forthcoming TV show, including guidance on counter-negotiations to protect their role and profit margins.
- **End-to-End Solo Execution:** Managed all phases of the project—from initial concept and design to development and implementation—demonstrating a unique blend of technical expertise and strategic insight.
- **Investor Strategy Advisory:** Provided actionable advice on securing investor interest, outlining best practices for negotiation and ensuring the client's value is accurately represented in potential deals.

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## Chief Technology Officer

### Closets To Go, Inc. | Tigard, Oregon, USA | October 2023 – December 2024

- **Led a comprehensive cybersecurity overhaul** after two breach attempts, strengthening systems at every level. Successfully mitigated unprecedented large-scale attacks, as noted by development partners, ensuring enterprise-level security and resilience.
- **Directed the redevelopment of the e-commerce website** from inception to deployment using VueJS, NuxtJS, Laravel, and AWS cloud infrastructure. Delivered the project in 7

**months** (less than half the previous cycle), adding new functionalities while maintaining high quality.

- **Improved customer experience and form conversions** by migrating to a streamlined form submission platform, achieving a **100% increase in successful submissions** and resolving persistent operational issues for the customer service team.
- **Optimized online marketing performance**, directly managing Google Ads and Meta Ads campaigns. Achieved an average **10% CTR** while reducing expenses by **83%**, saving over **\$6,000 weekly** compared to agency costs.
- **Launched and oversaw Cabinet Parts To Go**, a new division for wholesale automation. Directed MVP website development, planned the tech stack migration, and established integrated marketing platforms to streamline operations.
- **Established a long-term offshore development partnership**, reducing equivalent American development costs by **41.7%** through skilled international resources. Negotiated additional **no-cost server asset monitoring and maintenance**, ensuring reliable infrastructure without added expenses.
- **Secured a managed service provider (MSP) partnership**, reducing IT costs by **70%** through strategic vendor negotiations.

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## IT Consultant (Contractor)

### Closets To Go, Inc. | Tigard, Oregon, USA | 2019 – 2023

- **Rescued a faltering website project** by identifying launch prerequisites, reallocating resources, and overseeing deployment, **avoiding revenue loss** and exceeding client expectations.
- **Reduced IT support costs by \$52K annually** by training employees to use tools like Github, Google Workspace, and CPanel, leading to a **75% reduction in help desk dependency**.
- **Improved interdepartmental communication**, leading cross-functional collaboration efforts and reducing misunderstandings and delays by **80%**.
- **Ensured compliance with WCAG 2.1 standards**, resolving severe website accessibility issues for small businesses.
- **Guided IT infrastructure modernization**, advising a migration from Windows Server 2003/Windows 7 to a cloud-based Windows 10 environment. Negotiated favorable terms with a local MSP to implement the change seamlessly.
- **Scoped and managed an ERP SaaS project** like Salesforce. Delivered over **400 pages** of project specifications, technical documentation, and UI/UX designs to support enterprise requirements.

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## IT Manager

### Closets To Go, Inc. | Tigard, Oregon, USA | 2014 – 2019

- **Led international, multi-organization teams** of developers and designers to deliver four major software projects, including two full releases and one MVP.

- **Improved SEO and mobile performance** by managing the content creation and launch of the company's first mobile-compatible website, achieving **top 3 search rankings** for products over original manufacturers' sites.
  - **Developed and maintained an internal 3D CAD-like tool**, using XML and MySQL for backend troubleshooting, enabling the successful soft launch of an MVP concept product.
  - **Reduced subscription costs** by building an advanced accounting and sales tool using Google Sheets, enabling interior designers to efficiently price inventory and invoice sales.
  - **Standardized IT policies**, achieving **zero malware incidents** during tenure and increasing employee productivity by **25%** through incremental technology upgrades.
  - **Implemented VoIP telephony infrastructure**, migrating from copper landlines to a Panasonic-based hybrid PBX system, reducing monthly telephony costs by **40%** while enhancing call quality.
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## Education

**Bachelor of Science in Information Technology**, Summa Cum Laude

University of Massachusetts - Lowell | 2022

**Bachelor of Science in Business and Professional Leadership**

Marylhurst University | 2009