

JONATHAN L. McDERMOTT

DIGITAL PRODUCT BUILDER • DENTAL & MEDICAL BUSINESS STRATEGIST

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Executive Profile

Rare combination of 20+ years inside large, complex organizations — Verizon, Google, Dentsply Sirona, Bien-Air Dental — and a hands-on builder who designs, codes, and ships his own digital products end to end. I don't just understand how a company like Google operates from the inside; I've since built and launched the kind of guest-facing platforms, business tools, and websites that companies like that build with entire product teams — solo, from idea to live URL. I know the dental and medical world from both sides of the desk: as a manufacturer sales rep calling on practices for a decade, and as the founder building the digital tools those same practices now use to run patient communication. That combination — corporate fluency plus builder's instinct — is what I bring to any table.

What I've Built

- Founder, JH Concierge LLC (jhconcierge.ai) — a hospitality/service-business technology platform I designed and built myself: a Node.js/Express/MongoDB owner portal, custom digital guest guides, and a full pricing and product model across STR, legal, and dental/medical verticals.
- Built patient concierge apps for real dental and medical practices — including an oral surgery office, a dermatology practice, and a dental implant center — translating a decade of calling on these offices as a rep into tools they actually use.
- Founded Communities Build Communities LLC and built "The Fort Lee Guide" — a from-scratch, four-language, ~500-business local directory and civic information platform now covering three New Jersey towns, complete with its own paid-listing tiers, government/civic content, and Meta ad campaigns I planned and ran myself.
- Rebuilt jonathanshouse.com end to end — migrated the site to Netlify, implemented schema markup and SEO landing pages, wired up analytics and Meta Pixel, and ran the paid marketing behind it — while simultaneously operating the underlying business as a Superhost-rated short-term rental.
- Designed a personal "master business card" hub site tying together every venture — a single, professional front door to Bien-Air, JH Concierge, Jonathan's House, and my resume.
- Built and launched an internal digital sales tool at Bien-Air that walks a customer through the entire product line in under 60 seconds.

Corporate & Industry Fluency

▪ Google Sales Ops Fluency	▪ Dental & Medical Vertical Expertise	▪ Product & Pricing Design	▪ Website Build & SEO
▪ Brand & Go-to-Market Strategy	▪ Paid Social (Meta Ads/Pixel)	▪ Full-Stack Prototyping	▪ CRM & Sales Systems
▪ Distributor / Channel Relations	▪ Entity Formation & Ops	▪ Local & Vertical Marketplaces	▪ Customer/Patient Experience Design

Ventures & Builds

JH CONCIERGE LLC — Founder 2025 – Present

- Designed and built jhconcierge.ai and its owner portal from the ground up, including the pricing model, tiered feature ladder, and vertical demo library (dental, medical, legal, hospitality, events).
- Built white-label and practice-specific patient concierge apps for dental and medical offices, drawing directly on a decade of relationships calling on those practices as a manufacturer rep.
- Own every part of the stack — product design, build, pricing, sales outreach, and marketing — with no outside technical team.

COMMUNITIES BUILD COMMUNITIES LLC — Founder, "The Fort Lee Guide" 2026 – Present

- Conceived, built, and grew a hyper-local business directory and civic information platform now live across three NJ towns, in four languages.
- Formed the NJ LLC myself, built the paid-listing tier structure and sales pricing, and ran the Meta ad campaigns and organic community outreach that drove adoption.

JONATHAN'S HOUSE — Owner/Operator 2022 – Present

- Purchased a Fort Lauderdale property with no prior ownership experience and built it into a Superhost/Guest Favorite short-term rental, then rebuilt its entire web presence — site migration, SEO, schema, direct-booking setup, and paid social — myself.
- This project is the direct origin of JH Concierge: I built the guest-experience tooling for my own property first, then productized it for other operators.

Professional Experience

BIEN-AIR DENTAL — NY / NJ Metro Oct 2024 – Present

Territory Manager

- Own the full NY/NJ metro dental territory; lead and coach distributor rep teams across major dental distribution partners.
- Designed and launched a digital sales tool covering the entire product suite in under 60 seconds — built the way I build everything else, myself.

DENTSPLY SIRONA — NY / NJ Metro Oct 2016 – Sep 2024

Medical Device & Restorative Territory Manager

- Consistent top national ranking as an individual contributor across eight years and three product portfolios.

- Architected prospecting and pipeline tools in Salesforce.com that were adopted beyond my own territory — early evidence of the builder instinct that now drives my own ventures.

GOOGLE — New York, NY May 2014 – Oct 2016

Channel Sales Enabler

- Built and delivered national sales-methodology and coaching curricula for partner sales reps, sales managers, and account managers across North America and Canada.
- Spent two years inside Google's commercial operating system — how the company trains, measures, and scales a sales organization — a perspective I still apply to every business I build.

DEX MEDIA / VERIZON — formerly SuperMedia & Idearc Media Oct 2003 – May 2014

- 20+ years across B2B media sales, field sales training, and district-level leadership, building the foundational sales and business fluency behind everything since.

Education

Saint Peter's University — Jersey City, NJ

M.B.A., Business Marketing • B.S.