



Kirk Woodruff
Chief Commercial Officer
EdLogics
Virginia Beach, Virginia

Kirk Woodruff serves as the chief commercial officer for EdLogics. A respected industry veteran, he brings a broad understanding of digital health solutions and their role in improving patient outcomes through innovative technology. As one of the founding employees of EdLogics, Mr. Woodruff understands that connecting people to information and resources is fundamental to improving healthcare decision-making and is the key to transforming how healthcare is accessed and delivered in the U.S. Prior to joining EdLogics, he served as the executive vice president for Stayhealthy, the world's largest network of retail-based, health assessment kiosks. Prior to that, Mr. Woodruff served as Johnson & Johnson's national director for strategic alliances, where he was responsible for establishing healthcare innovation alliances for Johnson & Johnson companies. Before that, he ran marketing and commercial strategy for Merck's \$4 billion allergy franchise, as well as serving in several roles in Merck's national account group. Mr. Woodruff earned his bachelor of science degree in marketing from Bradley University and his master's degree in organizational development and healthcare management from Northern Illinois University.