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Jie Feng is the Co-Founder and CEO of KELLS, an AI-powered dental care and benefits platform. Its award-winning solution brings modern dental care to employers, organizations, and members through a superior digital experience, lower costs, and measurable outcomes. Prior to KELLS, Jie gained over 15 years of experience in technology and product innovation, founding venture-backed companies in consumer health and retail. His leadership earned the People's Choice Award at Innovative Health Tech NYC and Best in Class for Dental Health in the Digital Health Awards 2025. He also has extensive experience spearheading products and services at Amazon and Microsoft that serve millions of people globally. Jie received his Ph.D. in Computer Science from Columbia University. His research has been published in numerous top-tier AI conferences, and he holds several U.S. patents.