

Joe Bryan

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Professional Bio

Joe Bryan has more than 35 years of experience in business and technology leadership and is currently the President and Founder of sineLABS, a software firm specializing in SaaS web apps. sineLABS is the author and provider of a number of popular store plugin apps on the Shopify e-commerce platform, including Metafields2 and Status Sherpa.

Bryan also currently serves a consultative role as Technical Director of the Charleston Digital Corridor Foundation, advising and managing all aspects of their IT services and web properties. In this capacity, he has developed several SaaS applications that CDCF licenses to other communities nationwide and supports the foundation's dual mission as both a 501(c)(3) education foundation and a 501(c)(6) economic development organization focused on attracting, nurturing, and promoting Charleston's tech economy.

From 2005 to 2009, Mr. Bryan served at avVenta Worldwide as Executive Vice President of Strategic Accounts. At avVenta, Mr. Bryan helped build a small software development company into a global leader in distributed digital production. Notably, he led the creation of the company's Costa Rican development center from three employees in late 2006 to more than 500 in 2009. After building a portfolio of notable clients including Merck, Heineken, Dell, Kraft, Mercedes-Benz, Yahoo, P&G, Blackberry, Toyota and Apple, avVenta was acquired by Accenture in 2012 and merged into their Interactive division.

Mr. Bryan joined avVenta Worldwide upon their acquisition of the firm he cofounded in 2002, Sans Locus. Sans Locus was a web application and design company in Charleston, South Carolina. At Sans Locus, Bryan led the development of several sophisticated web application projects for clients such as Cingular Wireless, BBC, and Morgan Stanley. Additionally, Bryan authored a unique content management system designed to improve and speed up the web development process for both developers and clients.

Prior to Sans Locus, Mr. Bryan was with Blackbaud, Inc. (NASDAQ: BLKB), the world's leading provider of software to nonprofits, where he served as their first ever Webmaster for three years. During his tenure at Blackbaud, Mr. Bryan constructed their 2nd and 3rd generation corporate web sites along with their first-ever corporate intranet. Mr. Bryan relocated to Charleston, SC in 1993 from Cashiers, NC, where he spent four years at Greentree Software progressing from apprentice to senior software developer. At Greentree, he traveled extensively across the USA presenting, implementing, and supporting federal student loan billing and collection software at colleges and universities.

Mr. Bryan is originally from Asheville, North Carolina, where he graduated with honors from Asheville High School and earned an associate degree in business and accounting from Asheville-Buncombe Technical College. From 2014 to 2018, he served as an instructor for the Charleston Digital Corridor's CODEcamp program, teaching Website Basics and other courses. Dozens of his students with no previous technology experience went on to substantial careers in software development and technology.