



Bryson R. Koehler

Executive Vice President, Chief Technology, Product and D&A Officer

Bryson Koehler is Chief Product, Data, Analytics and Technology Officer at Equifax, where he leads the teams that power the enterprise with product innovation and decision intelligence. He is recognized for creating positive change within the organization through innovative technology, a deep focus on culture and relentless relationship-building.

Prior to joining Equifax, Koehler drove efforts to bring IBM Watson together with a full suite of cloud-native capabilities as a common platform aimed at providing world-class, developer-friendly cognitive tools. These efforts culminated in the relaunch of IBM Watson and Cloud Platform. Additionally, he was Chief Technology and Information Officer at The Weather Channel Companies (TWCC) before it was acquired in 2015 by IBM.

Koehler is an active member of Georgia's technology community, and serves on the Boards of Directors for the Technology Association of Georgia (TAG) and the Atlanta Chief Information Officer (CIO) Advisory Board. He also sits on the Board of Directors for Realogy Real Estate Services, and serves on its Technology and Data Committee.

Koehler holds bachelor's degrees in political science and communications from the University of North Carolina at Chapel Hill.