



## **Bryson Koehler**

### Chief Technology Officer

Bryson Koehler is Chief Technology Officer at Equifax. In his role, Koehler is responsible for leading Equifax's global information technology strategy and development and working closely with the company's product, data, and analytics teams to drive technology and speed into product and data insights delivery to customers and partners.

Previously, Koehler was Chief Technology Officer for IBM Watson and Cloud Platform, where he led a global team of cloud engineers, architects, security professionals, product and offering managers, technical communications specialists, research and development activities and operational systems reliability engineers. With Koehler's support, IBM reset its core strategic direction to be cloud-native and has radically advanced its cloud capabilities. By driving technical and cultural change and the way the company designed, built, and operated its core technology assets, Koehler helped accelerate IBM's transformation. With security being a central priority for IBM, he brought all of the security teams together to ensure IBM had the world's most compliant cloud, strengthening the company's technical credibility.

Prior to his role at IBM Watson and Cloud Platform, Koehler was Chief Technology and Information Officer at The Weather Channel Companies (TWCC), before it was acquired in 2015 by IBM. In this position, he was responsible for setting the strategic vision, development, technical operations, financial planning and execution of all technology initiatives for TWCC. Under his leadership, the company launched its largest public, cloud-based API platform and migrated from 13 legacy data centers into a fully cloud-based company. Additionally, Koehler established leading



partnerships with global technology companies such as Google, Apple, and Microsoft, as well as an independent developer network.

Before joining TWCC, Koehler served as Senior Vice President of Global Revenue and Guest Technology at the Intercontinental Hotels Group (IHG). At IHG, he oversaw a direct team of almost 500 technology resources across seven countries that defined, developed, and operated products and platforms that delivered \$25 billion in annual revenue.

Koehler holds bachelor's degrees in political science and communications from the University of North Carolina at Chapel Hill. He serves on the Boards of Directors of Atlanta Habitat for Humanity and the Technology Association of Georgia, and has provided long-time service to the Georgia CIO Leadership Association and TechBridge.