



BRYCE GARTNER

A Principal of Cherry Bekaert, Bryce has helped clients across multiple industries merge business and technology creating strategies that drive innovative opportunities and growth. Prior to joining Cherry Bekaert via acquisition in 2020, Bryce was Founder and Chief Experience Officer of Icimo LLC, a business intelligence firm helping organizations become data-driven through a combination of software tools and services enabling data storytelling, visualization, and analysis. A natural entrepreneur, Bryce has held strategic leadership roles as CMO, CIO and CTO spearheading multiple strategic initiatives in the areas of analytics, technology integration, change-management, marketing, and operational strategy. In addition to his corporate responsibilities, Bryce serves as an adjunct professor at Duke University's Fuqua School of Business where he teaches visual analytics for the MQM Business Analytics program.