**360 PSG Team Bios**

**Joel Colombo - President**

Joel started programming before web browsers could even display pictures. He started his first retail computer store at the age of 19 and quickly grew into web software as a business. In 2002, he helped found and build Nexserver PSG which later led to the formation of 360 PSG. 360 PSG has built over 1,000 websites since being founded in 2005 and employs over 20 people full time in the Amherst offices. Mr. Colombo is a member of Leadership Buffalo, chairs the board at the Center for Entrepreneurial Leadership Alumni Association, he holds the communication chair on the board of Entrepreneur's Organization of WNY, and also volunteers on several councils and community programs. Along with his volunteer efforts, Mr. Colombo has traveled nationally as a keynote speaker at events talking about the evolution and future of web technology.

**Matthew Whelan - Vice President Operations**

Matt entered the software development business soon after graduating Magna Cum Laude from the University at Buffalo in 2003, with a Bachelor of Science degree in Computer Science. He joined Joel Colombo at Nexserver PSG, and quickly filled the role of lead programmer with the company. In 2005 he and Mr. Colombo created 360 PSG.  With their combined business and software acumen they've grown 360 into a successful Buffalo-based company focused on quality and growing with its clients.

**Benjamin Shepard - Director of Creative Services**

Ben leads the design force behind 360 PSG. He graduated from the State University of New York at Buffalo, with a Bachelor of Arts in Media Studies. He began his career as a studio photographer and freelance web media consultant. In 2005 he joined Matt & Joel to form 360 adding his artistic design to their programming expertise. Ben's passion is for the community and non-profit organizations seeking to better mankind, both local and abroad.

**Jason Ortiz - Director of Programming Services**

Jason also graduated from SUNY at Buffalo with a Bachelors in Computer Science. He is an experienced web development professional and client relations specialist with a primary focus on application specification and project management. He is dedicated to constant improvement towards creating superior web-based applications and solutions that exceed all aspects of client expectations in experience, functionality, usability and value.

**Daniel Fritz - Director of Operations**

Daniel is the driving force for day to day operations of 360 PSG. He graduated from SUNY Buffalo's School of Management with a Bachelor of Science in Business Management. He joined 360 PSG in 2010 and focuses on project management and support operations, coordinating projects from kickoff to launch. Daniel is committed to providing the best experience possible for all customers during and after their development process.

**Eric Coleman - Lead Developer**

Eric is the lead developer and release engineer for 360 PSG. He has been programming since 2000, when he accidentally installed FreeBSD over his Windows operating system. Experienced in all aspects of the web development process, his knowledge seemingly has no bounds when it comes to web technology, modern development techniques and engineering best practices. When he's not coding and tinkering with his computer, Eric enjoys playing video games and spending time with his family. Eric is 360 PSG's superhero when it comes to resolving bugs and brainstorming technical solutions to the most challenging of problems. Just don't talk to him before he's had his coffee!

**Kelli Dochstader -Director of Marketing**

Kelli is the most recent addition to the leadership team at 360 PSG. Originally hired as a part-time designer in 2010, she worked her way through the ranks, and is now responsible for the oversight and management of all 360 PSG brands and their marketing efforts. While Kelli holds degrees in both Communication and Communication Design from the University at Buffalo, much of her knowledge of social media and content marketing has been acquired throughout her time with 360 PSG. She enjoys working in the web industry because the technology is constantly evolving and changing... you never know what will happen next. An avid equestrian, Kelli prefers to remain active in her spare time. She enjoys snowboarding during the winter months, and has recently taken interest in cycling.