

**Press Kit | Merger Announcement**

**JOEL COLOMBO BIO**

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**CEO, Visionary**

Joel's journey from a self-taught software engineer to the co-founder and CEO of 360 PSG is a testament to his unwavering commitment to entrepreneurship and his innate leadership abilities. Born and raised in Niagara County, Joel's deep-rooted connection to the Buffalo-Niagara region has always driven him to uplift the area, both economically and culturally.

Before the era when web browsers could display images, Joel was already engaged in web-programming. At the young age of 19, he ventured into the business world by opening his first retail computer store. Recognizing the potential of web software as a business, he co-founded Nexserver PSG in 2002. This endeavor eventually paved the way for the formation of 360 PSG. Under Joel's visionary leadership, 360 PSG, a full-service creative advertising agency based in Tonawanda, has crafted over 2,000 websites since its inception in 2005. Today, the company boasts a dedicated team of almost 40 full-time professionals, all working in a hybrid mode from the company's headquarters.

Joel's contributions extend beyond the confines of business. He is a graduate of the University at Buffalo CEL program, a proud member of Leadership Buffalo and has held significant positions in various organizations. As the former chair of the board at the Center for Entrepreneurial Leadership Alumni Association and the past communication chair on the board of Entrepreneur's Organization of WNY Chapter, Joel's influence is undeniable. His dedication to the community is further evident through his volunteer work on numerous councils and community programs throughout his career.

Recognized as a thought leader in web technology, Joel has been invited as a keynote speaker at various events, sharing insights on the evolution and future of digital marketing and lead generation. Joel's established core values and principles have driven 360 PSG to win the esteemed 2019 Business Ethics Award. Along with his recognition as one of the 40 Under 40 most promising individuals in Buffalo and the Emerging Business Leaders award as Entrepreneur of the Year, Joel continually inspires his team and others to strive for greatness and work collaboratively to establish Buffalo as a hub for business growth.

On a personal note, Joel is a proud father of three grown sons and shares a home with his wife near Lewiston, NY. A staunch supporter of the Buffalo-Niagara region, he is personally passionate about golf, board game design, bowling, software development, movies, and traveling.