



## Bryn Heimbeck

*Co-Founder and President  
Trade Tech Inc.*

### Speaking Topics:

- How to prepare for impending Southern California port congestions brought on consistent volume growth as well as Red Sea, Suez Canal and Panama Canal crises
- Staying ahead of new regulations such as ENS/ICS2 and EORI
- How digitalization and platform technology simplifies supply chain complexity
- Data standards transforming supply chains

### Biography

Bryn Heimbeck, President and Co-founder of Trade Tech, a global logistics platform designed to help simplify the complexity of the supply chain. For nearly 40 years, Mr. Heimbeck has been a thought leader at the forefront of cutting-edge software solutions for the logistics industry.

Trade Tech's commitment is centered around its Syrinx platform, which includes a comprehensive suite of five integrated modules designed to simplify the complexities of global trade. Operating as a global logistics control tower, it enables logistics to seamlessly flow as the platform connects to every aspect of cargo movement.

At the helm since its launch in 1997 with Co-founder Kevin Clark, Trade Tech was born out of Mr. Heimbeck's extensive background in shipping and logistics. He recognized the importance of consistency and predictability in supply chains and advocated for digitization and automation to meet customer expectations.

Prior to Trade Tech, Mr. Heimbeck gained industry insights at OOCL in Chicago and also held various management roles with them in Hong Kong. He then established an NVOCC/Freight Forwarder in Seattle specializing in transporting food products from southern states to Asian markets. He also served as the

### About Trade Tech

Trade Tech, a global logistics solutions provider, has been developing world-class applications that connect shippers, importers, Customs House Brokers, consignees, NVOCCs, carriers, truckers, warehouses, and forwarders since 1997. The Trade Tech multi-tenant platform offers customers a streamlined approach to enhance efficiency within their supply chains, improve visibility, increase connectivity, reduce costs, and minimize errors. Customers can access the latest applications and data worldwide through the Trade Tech network without any software downloads. Visit [tradetech.net](http://tradetech.net) for more information.

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