



Bryan Landerman Joins Silversmith Capital Partners as Operating Partner, Chief Technology Officer

BOSTON, MA – October 6, 2022 – [Silversmith Capital Partners](#), a growth equity firm focused on supporting the best entrepreneurs in technology and healthcare, announced today that Bryan Landerman has joined the firm as Operating Partner, Chief Technology Officer (CTO). In this newly created role, Bryan will collaborate closely with entrepreneurs and leaders across the Silversmith portfolio as they look to leverage technology to deliver value through product-driven initiatives.

“We are thrilled to welcome Bryan to the partnership,” said Silversmith Managing Partner, Todd MacLean. “I met Bryan over a decade ago at Dealer.com and have watched as he has taken on increasingly impressive leadership roles in some of the most admired technology companies in the world. At heart, Bryan is a builder - and we are excited by the unique element his experience adds to our team’s ability to support our founders.”

As a technology strategist and three-time CTO, Bryan brings extensive experience helping organizations transform business operations, software delivery, and culture through technology innovation. Most recently, he served as an AWS Enterprise Strategist. In that role he worked with enterprise executives to share experiences, mental models, and strategies for how to leverage cloud to change the way they deliver software to drive business agility and organizational transformation. Prior to AWS, he served as CTO for Cox Automotive (parent of Autotrader among other brands) where he played a pivotal role in transforming the software delivery process to align to the Scaled Agile framework, helping the organization increase alignment to business objectives while becoming more product-oriented and outcome-driven. Previously Bryan served as CTO for Dealertrack Technologies, which was acquired by Cox Automotive, and CTO for Dealer.com prior to its acquisition by Dealertrack Technologies. Bryan started his career as a service designer and developer at Cigna, establishing his expertise in software development, architecture, and delivery. Throughout his career, Bryan has experienced and worked through multiple mergers and acquisitions, including the convergence of over 40 acquisitions with 20 different brands that comprise Cox Automotive.

“I’m excited to join the Silversmith team and support the leaders of our portfolio companies,” said Landerman. “This role feels a bit full circle for me, returning to a small organization with a great culture to work with entrepreneurs to grow and scale their organization and product offerings. Having worked across varying cultures and organizations of drastically different sizes, I’ve learned a lot about establishing, protecting, and preserving culture and growing and strengthening software development organizations. I’m looking forward to bringing those experiences to the firm and our founders.”

Bryan earned his Bachelor of Science degree in computer science from the University of Connecticut.

About Silversmith Capital Partners

Founded in 2015, Silversmith Capital Partners is a Boston-based growth equity firm with \$3.3 billion of capital under management. Silversmith’s mission is to partner with and support the best entrepreneurs in growing, profitable technology and healthcare companies. Representative investments include ActiveCampaign, Appfire, DistroKid, impact.com, Iodine Software, LifeStance Health, and Webflow. For more information about Silversmith, including a complete list of portfolio investments, please visit www.silversmith.com or follow the firm on [LinkedIn](#).