



For Immediate Release

A Decade of Progress: Celebrating 10 Years of Leadership and Vision for Iowa’s Growing Tech Industry

DES MOINES, Iowa (September 18, 2024) – The Technology Association of Iowa (TAI) proudly celebrates the 10-year anniversary of Brian Waller serving as president of the organization. Over the past decade, Waller has been instrumental in cultivating a vibrant community of collaboration, connection, and development, significantly elevating Iowa’s technology industry. His strategic vision has been pivotal in enhancing the technology landscape, driving economic growth, and elevating the value of technology across critical business sectors.

“Iowa has become a hub for innovation and technology. Under Brian’s visionary leadership, the Technology Association of Iowa has not only fueled growth and championed advocacy, but also created essential connections that support and propel the industry that is the driving force behind every business market today” says Kathy Kay, Executive Vice President and Chief Information Officer at Principal Financial Group, and 2024 TAI Board Chair.

Waller’s leadership is defined by a people-first approach, aligning with TAI’s mission to build a vibrant technology and innovation ecosystem by connecting and uniting Iowa’s tech industry. His tenure is marked by several strategic initiatives that have elevated TAI as a driving force in Iowa’s technology and business sectors. Key initiatives include:

Impactful Community Building: Waller has enhanced TAI’s influence within Iowa’s business community, fostering engagement, collaboration, and offering valuable resources across a broad membership base that spans key industries and communities throughout the state. Notable achievements include the development and implementation of:

- The Iowa Technology Summit: The state’s premier technology conference.
- Iowa Technology Leadership Institute and Iowa Tech Connect: Professional development programs guiding the next generation of tech professionals and leaders.
- The Catalysts Series: An initiative that elevates organizations and individuals who inspire change and ignite technology innovation across Iowa.
- Dynamic Committees and Roundtables: Facilitating valuable collaboration focused on workforce development, education, public policy, industry-specific content, emerging technologies, and advancing diversity, equity, and inclusion.

Strong Strategic Partnerships: Under Waller’s tenure, TAI has seen significant membership growth, enabling a series of valuable partnerships that unite industry leaders, policymakers, educational institutions, and Iowa’s top employers. These partnerships have built a comprehensive tech ecosystem tailored to Iowa’s unique economic landscape.

Advancing Tech Policy: TAI has established itself as a pivotal advocate and resource for policymakers and stakeholders under Waller’s guidance. The association has played a significant role in shaping legislation that supports innovation, strengthens technology infrastructure, and fosters a supportive environment for Iowa’s tech sector. Notable achievements include TAI’s critical role in the passage of consumer data privacy legislation in 2023, making Iowa the sixth state to adopt a comprehensive consumer data privacy law. TAI also served as key stakeholders in the passage of several cybersecurity laws, including an affirmative defense bill and laws related to ransomware and penalties.

“Reflecting on the past decade, I’m immensely proud of the progress we’ve collectively made in strengthening Iowa’s tech community. Our journey has been marked by incredible achievements, yet the future holds even greater promise”, Waller said. “As we continue to position our industry for success, I see endless opportunities for innovation and growth. Looking ahead, we are committed to driving forward with a renewed focus on nurturing top talent, supporting emerging technology, and continued development of this incredible community that enables tech and innovation to thrive across Iowa.”

About the Technology Association of Iowa (TAI)

Founded in 1997, The Technology Association of Iowa is a statewide, member-based organization focused on building and uniting Iowa's technology community. TAI advances the tech industry through engaging programming, premier events, talent development, driving public policy, and fostering a culture of diversity and inclusion to lead Iowa forward.

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