



Wyatt Kirby

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An accidental developer, Wyatt came to software and small business by an unconventional route. What started as curiosity became a career — one built around helping people turn complex ideas into working solutions. As a cofounder at **Apsis Labs**, he's helped build a team of exceptional engineers equipped to deliver effective solutions fast.

After more than a decade in the industry, Wyatt keeps coming back to software because it brings together his favorite things: writing, teaching, and technology. A graduate of **Bennington College** in Vermont with a degree in English literature, he carries forward a deep respect for clarity of intention. This appreciation for clear communication has come to define Apsis's engineering team: understanding first, technology second. This focus leads to asking the right questions, finding the right answers, and delivering success for clients year after year.

Over the past decade, Wyatt has guided projects ranging from new startups to enterprise healthcare systems, always focused on balancing vision and pragmatism. He believes the best software is built when engineers listen before they build, and never lose sight of the people behind the machines.

After work, you'll find Wyatt with his wife and daughter, playing with the cat, roasting coffee, cooking dinner, or arguing on the internet about college football.

About Apsis Labs

At Apsis Labs, we believe the right solution starts with understanding. Our team of experienced engineers works with clients of all sizes to design, build, and scale dependable software — the kind that works today without sacrificing tomorrow.

Born and raised in the Pacific Northwest, we've partnered with everyone from early-stage startups to established enterprises. Our process is iterative, transparent, and rooted in communication and craft. We don't just write code — we help teams make confident, informed decisions that stand the test of time.

Talk topics include...

Easy to Hire, Easier to Fire: Building lasting relationships with long-term clients

Know your LLM: When automating with AI makes sense — and when it doesn't

Stop Waiting for a CTO: Launching your SaaS startup as a non-technical founder

Outgrowing Spreadsheets: Automating operations with custom software

Ready to Launch: What you need to know as a non-technical SaaS founder

Scaling smart: Turning proven processes into efficient growth with custom tools