

Business Achievement

Don't Panic Labs Announces New Leadership Roles



Don't Panic Labs is proud to announce new roles for its six owners, who serve as the company's executive leadership team. The group has guided the company's culture and since completing the 2022 buyout of Nebraska Global interest, has carried full ownership of its future.

Co-Founder and Managing Partner Doug Durham has transitioned to Managing Partner Emeritus, where he will continue to provide strategic guidance and mentorship inside and outside the company but is stepping away from daily operations.

Bill Udell has been promoted to Managing Partner while continuing to serve as Chief Operating Officer. Since joining in 2014, Udell has held a variety of roles, and in this new capacity he will focus on strengthening the company's culture, developing leaders, and enabling the team to do its best work.

Brian Zimmer has been named Chief Strategy Officer in addition to his responsibilities as Chief Product Officer. A member of Don't Panic Labs since 2010, Zimmer has shaped the company's direction, driving collaborations with more than 750 organizations and helping launch over 60 startups and products.

Lori McCarthy has been promoted to Chief Delivery Officer, to ensure engagement consistently deliver measurable value while balancing profitability, partner satisfaction, and team sustainability. McCarthy joined in 2011 and has successfully guided numerous projects.

Chad Michel has been elevated to Chief Technology Officer. Since joining in 2010, Michel has been instrumental in creating the software engineering framework behind more than 200 successful products. In his new role, he will lead product development, set technical direction, and oversee education efforts.

Rounding out the leadership team, Andy Unterseher has been promoted to Chief Engineer. He will oversee the integration of development roles, unify engineering standards, and ensure products deliver lasting value for partners. Unterseher has been with the company since 2011 and has led many of its most high-profile projects.

Founded in 2010, Don't Panic Labs brings innovators' visions to life through experienced product ideation and management, thoughtful design, and disciplined software engineering. Its team marshals the necessary resources for entrepreneurs, development teams, and technology-based organizations to succeed in a world of increasing software complexity.