



Get to know the people and promises behind 8 Penny Labs.

Transformation takes time, and it's vital that you feel comfortable with the partners who accompany you on the journey. Learn more about what drives us:

Our mission

Help leaders find the most productive path to their vision through strategic digital transformation.

Our vision

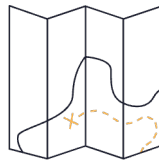
Strengthen the standing of mid-market businesses in the global digital economy.

Core values



Every business deserves the opportunity to compete.

We are passionate about preserving entrepreneurial spirit in a world that increasingly favors multinational giants. We choose to channel our expertise to uplift mid-market businesses that rely on technology to thrive.



Your vision drives our actions.

Being an effective partner requires unwavering attention on the desired end state and, sometimes, the strength to disagree on how to get there. Our clients trust us to move their business forward, and we stay grounded in that responsibility across every milestone.



Relationships are meant to last.

Despite our digital transformation focus, humanity comes first. Success isn't defined by billable hours. It stems from cultivating long-term relationships with our clients and internal team, and we believe mutual respect makes for better outcomes.

Digital transformation is finally within reach. **Learn more: 8PennyLabs.com**

“Jim is always focused on the outcomes we're working to produce for the business, not ‘This app will be cool.’”

– Executive Vice President, Construction Industry