

Meet the Team

"We did not set out to build software. We set out to solve a problem we lived every day — and building the software turned out to be the most powerful way to do it."

Chris Wyatt

Co-Founder & Chief Financial Architect

Chris did not stumble into the dental industry — he was built for it. With over a decade of financial operations experience managing complex, multi-entity dental and orthodontic organizations, he became the person every practice called when the numbers stopped making sense. He reconciled the books, built the reports, and untangled the transactions — across locations, across systems, across every chaotic Tuesday that comes with running a high-volume practice group.

But somewhere between the spreadsheets and the supply closets, he noticed something that no software was solving: practices had no real visibility into their inventory. Products were overstocked in one location and missing in another. Orders were placed from memory. Expiration dates went unnoticed. And when something ran out mid-procedure, the scramble that followed cost everyone — the practice, the staff, and most importantly, the patient.

So Chris decided to build the solution himself. He taught himself Flutter, designed a Supabase backend, and spent months turning operational frustration into elegant software. The result is IMS Made Simple — a platform that gives dental and orthodontic practices the real-time, multi-location inventory control they have always needed but never had access to at an accessible price point.

Outside of his work at JMWINC Developers, Chris is a published author, a finance content creator with a growing audience of professionals on TikTok, and a firm believer that the best software is built by people who have actually done the job it is designed to support.

Community Impact

Chris believes that better-run practices deliver better patient care. By reducing supply waste, eliminating stockouts, and giving practice managers real financial visibility, IMS Made Simple helps dental teams spend less time managing chaos and more time focused on the people in the chair. His long-term vision is to make enterprise-grade practice management tools accessible to every dental office — not just the large DSOs that can afford custom solutions.

Stefanie Oliver

Co-Founder & Chief Operations Strategist

Stefanie Oliver is the kind of person who walks into a broken system and immediately sees three ways to fix it. With a background deeply rooted in dental practice operations, she has spent years on the front lines of what it actually takes to keep a practice running smoothly — managing relationships, coordinating vendors, and ensuring that the right products are in the right place at exactly the right time.

When Chris brought her the idea for IMS Made Simple, Stefanie did not just see a software product. She saw a movement. Having personally experienced the frustration of working with tools that were built by people who had never set foot in a dental office, she knew immediately that this was different. This was software built from the inside — by practitioners, for practitioners.

Stefanie's role at JMWINC Developers goes beyond co-founder. She is the operational conscience of every product decision, the voice that asks 'but will it work on a Monday morning when the office is slammed?' She brings the real-world perspective that keeps the software grounded in what practices actually need, not what developers assume they need.

Her network across the dental industry, including her connections through the Elite Dental Alliance distribution channel, gives JMWINC Developers a direct pathway to the practices and organizations that will benefit most from what the company is building. Stefanie is not just opening doors — she is building the relationships that will define the company's growth for years to come.

Community Impact

Stefanie is passionate about leveling the playing field for independent dental practices that compete against large corporate groups without the same operational infrastructure. She believes that every practice — regardless of size — deserves access to tools that help them run efficiently, serve their patients better, and build sustainable businesses. Through JMWINC Developers, she is working to make that vision a reality one practice at a time.