Jamie Sonneville is a fifth-generation apple grower from Upstate New York and Founder & CEO of Agri-Trak, a technology company operating at the intersection of agriculture, engineering, and data systems. She was raised on a 150-acre family apple farm and later became an owner-operator, helping scale the operation to more than 450 acres over the past 15 years—an evolution that required rethinking systems, infrastructure, labor, and data at every level.

From an early age, Jamie was immersed in complex, real-world systems—irrigation, cold storage, equipment, labor logistics, and food safety—long before she had language for process optimization or systems engineering. Those early experiences now inform her approach to designing technology that prioritizes reliability, safety, and performance under real operating constraints.

Today, she leads Agri-Trak, a SaaS platform that digitizes labor tracking, regulatory compliance, and operational data for specialty-crop farms across multiple states. Built with an engineering mindset, the platform focuses on creating dependable, offline-capable, human-centered systems that function in challenging environments— where variability, risk, and regulatory requirements are constants rather than exceptions. Her work bridges field-level operations with data architecture, compliance engineering, and scalable system design, and the platform is currently used across more than 10,000 acres with consistently high user satisfaction.

In building Agri-Trak, Jamie has participated in nationally recognized entrepreneurship and technology programs, including RIT Venture Creations, the Koffman Southern Tier Incubator, Morgan Stanley Inclusive Venture Lab, and the Techstars Accelerator. She was a grand prize winner of the Wayne County Startup Pitch Competition, a finalist in the TechCrunch Disrupt Cup, and a finalist and Audience Choice Award recipient in the Grow-NY program. Her work has been supported through New York State's innovation ecosystem, including NY Ventures and Launch NY, and she has been featured by 100 Women in AI for applying advanced technology to real-world agricultural systems.

Jamie has been recognized as one of Inc.com's Female Founders 500 and previously named to the Rochester Business Journal's 40 Under 40. Her work is rooted in Upstate New York agriculture and centers on building practical, scalable systems for