

John Rector

ENTREPRENEUR | AUTHOR | AI STRATEGIST

Short bio

John Rector is a Charleston-based entrepreneur, author, and AI strategist. He co-founded E2open, the supply-chain software company acquired for \$2.1 billion in 2025, and in 2026 opened Charleston AI, a 3,000-square-foot lab that helps people and organizations understand and use artificial intelligence. He is the creator of The Reality Equation - a lecture series, book, and curriculum exploring attention, prediction, and how reality is experienced - and the author of more than two dozen books. He writes and speaks widely on artificial intelligence, attention, and the future of human work.

One-line introduction

John Rector is a Charleston-based entrepreneur, author, and AI strategist - co-founder of E2open (\$2.1B exit), founder of Charleston AI, and creator of The Reality Equation.

johnrector.me | [Charleston AI \(ai-chs.com\)](http://ai-chs.com) | [The Reality Equation \(reality-equation.com\)](http://reality-equation.com)