SoBran, Inc. was founded in 1987 by Amos Otis, a retired US Air Force officer with a talent for business management. Otis received a BA degree in education from Tennessee State University in 1965. While at TSU, he joined the Air Force ROTC, and met and married his wife, Brenda Wills. He entered the Air Force after graduation and began pilot training. While on active duty in Southern California, Otis was selected to enter the MBA degree program at California State University and received that degree in 1976.

Leaving active duty in 1986, Otis became the director of the Washington office of UES, Inc., establishing and managing a Washington office for the Ohio-based research and development company. As director, he provided program management, marketed to industry and government agencies, and worked with the regional academic community. A year later, Otis resigned from UES and founded his own company—SoBran, Inc.

Some of the other organizations and fraternities that Otis is involved in are the Federal Comptroller Organization and a Trustee of the Dayton Project Inc. of the Dayton Development Coalition. He is also a life member of Kappa Alpha Psi Fraternity and a member of Beta NU Boule of Sigma Pi Phi Fraternity. Amos Otis and wife Brenda live in Vienna, VA, they have two children, Soma’ Martin (Gainesville, VA) and Noel Brandon (Gainesville, VA) and two grandchildren, Sydney and Seth Martin.