



**Dave Will, Former CEO & Founder, Peach New Media**

In February of 2015, private equity firm, AKKR acquired my company, Peach New Media, a learning platform software company I started in 2001. As CEO and Founder of the SaaS software and service business, with a strong emphasis on scalability, customer experience and company culture, Peach grew to 40 employees and 200+ clients. Currently, I'm in the process of mentoring and building new technology businesses.

I began my technologically oriented career in the consumer packaged goods industry working with sales planning software for several companies including Kraft, Nielsen, Gillette, Ocean Spray, and Polaroid. Having received my MBA from Pennsylvania State University, I applied my analysis software knowledge to enterprise applications consulting with PriceWaterhouseCoopers, where I worked with several other consumer product and technology firms.

I have a Bachelors from UConn and an MBA from Penn State. I live with my beautiful wife, Nicole, and three boys on the south shore of Boston. I'm a Coach, a Boy Scout Leader, and a Race Director involved in 3 local road races raising funds for local community charities. As part of my passion for endurance sports, I've run 48 marathons, ultra marathons and 2 Ironman Triathlons. When I'm not traversing the land by foot, I can probably be found sailing with my family around the old seaports of New England.