



## David Peterson

### Speaker Biography

Banker, author, software executive, David Peterson, is founder of Goldleaf Technologies, the leading provider of electronic payments software and services to financial institutions in the U.S. and abroad. While recognized nationally as a pioneer in electronic banking, Peterson is also a renowned humorist and speaker. Over the past twenty years, he has delivered over 2,000 presentations, informing and entertaining the financial services community with his unique perspective on people, technology, and progress. Peterson is a member of the National Speakers Association, and he routinely delivers keynotes nationwide, educating financial institutions on strategic, technical, and promotional issues associated with electronic payments and e-banking.



In 1983, Peterson joined the Kirchman Corporation as a computer programmer, eventually becoming Vice President of Sales in 1985. In 1986, he co-founded Legend Technologies and led the effort to market TREEV, a laser optical storage system for small institutions. In 1989, he joined Commercial Banking Company (CBC), a \$10 million asset bank in Hahira, Georgia, to coordinate the automation of the bank's operations. As Senior Vice President of CBC, he created one of the most technologically advanced financial institutions in the country. Upon being promoted to President of CBC, Peterson founded Goldleaf Technologies in order to equip other independent financial institutions with solutions for streamlining backroom operations. Leaving CBC in 1995 to run Goldleaf full-time, Peterson grew Goldleaf's customer base to over 2,500 financial institutions. Now, as Executive Vice President of Goldleaf, Peterson continues to provide leadership, industry knowledge, and software development expertise to the group.

In 2000, Peterson founded Voiceover U.S. to focus on public speaking, education, and commercial voiceovers. In 2002, Peterson was elected Chairman of the Georgia Automated Clearing House Association (GACHA) where he currently serves.

Throughout his career, Peterson has earned a reputation for his dynamic and comedic presentation style. He has been a featured speaker for numerous banking associations, schools, and industry trade groups, including the ICBA, NACHA, and state banking organizations across the country.

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