

# Biography of Greg Pierson Iovation



## **Building Successful Companies**

Hey there! I'm a co-founder and CEO who has built two successful SaaS companies from scratch. It's been quite the journey, but I've enjoyed working with amazing people, creating great company cultures, and making our customers happy. Both of Greg Pierson Iovation companies were acquired for over \$650 million, which is pretty cool!

## **My Background**

Before starting my first company, I worked as a business consultant at Accenture. I worked with big companies like Nordstrom, Bridgestone Firestone, and Land's End. I even have some patents under my belt for inventing device-based reputation systems.

## **My Recent Adventure**

My most recent company, Iovation, was acquired by TransUnion in 2018. It was a great experience, and I'm proud that 20% of the team had been with the company for over five years. I also love that some employees left to try new things and then came back to work with us again.

## **Supporting My Son's Racing Career**

Aside from Pierson business ventures, I've been spending a lot of time supporting my son's racing career. It's been an incredible experience traveling the world with him as he competes in various racing championships.

## **Josh's Racing Career**

In 2022, my son Josh signed with United Autosports to race in the World Endurance Championship, including the famous 24 Hours of Le Mans. He's also raced in countries like the US, UAE, Belgium, France, Italy, Japan, and Bahrain.

In 2023, Josh continued racing with United in the World Endurance Championship, as well as competing in an IMSA campaign with TDS Motorsports and a partial season in IndyNXT with HMD Motorsports. It's been amazing to see him grow as a racer.

### **Future Endeavors**

Since stepping away from iovation, Greg Pierson Iovation has been investing in startups and helping other business leaders with advice and coaching. I'm always on the lookout for new opportunities to work on challenging projects with smart people. Who knows, I'll start another business someday or find an amazing company to lead. For now, I'm just enjoying the ride.