

Don C. Peterson
Vice President, Strategic Clients
Digital River, Inc.

Don Peterson has enjoyed a successful and varied career working with a number of technology-related companies as well as starting his own private ventures.

After graduating from The University of Iowa in 1983 with a degree in Management Sciences, he joined Arthur Andersen (now known as Accenture) and later IBM Corporation where he was able to utilize his technical skills while gaining sales expertise. For IBM, he was responsible for selling technology products to such companies as John Deere. In 1989, he joined Cap Gemini America as an account executive, rapidly building a Twin Cities client base for this global IT services and solutions firm.

These experiences led him to the creation of Shamrock Computer Resources in 1989, where he was the founder and CEO. During his tenure, the company grew into one of the Midwest's most successful IT staffing and consulting firms. Shamrock was recognized three consecutive years by *Inc.* magazine as one of the 500 fastest growing privately-held firms in the U.S. and was purchased by Renaissance Worldwide in late 1996.

Peterson stayed on with Renaissance for several years, helping them integrate Shamrock's operations. The former Shamrock business grew substantially and was one of Renaissance's most successful acquisitions. Peterson's abilities were put to use when he helped the company turn around other business units.

He left Renaissance and started a new venture, IT-Radar, which was the first internet market place for the IT industry. The company grew substantially and included more than 4000 participating IT services firms and more than 4500 client members. It was acquired in late 2000 by Gartner, Inc.

In 2001, Peterson became CEO and President of Net Perceptions, Inc, a provider of predictive analytic solutions for the multi-channel retail, manufacturing, and distribution industries. NetP created the recommendation technology used by amazon.com. He was instrumental in the company's tough evolution to profitability after the dot com bust.

Today, Peterson is the Vice President of Strategic Clients for Digital River, Inc., the world leader in e-commerce services for software and consumer technology industries. He is responsible for the acquisition and development of the company's largest clients around the world.