

David Marsh, Director, Industry Principal (Federal), Pegasystems

David Marsh joined Pega in January of 2020 as the Industry Principal for Pega's Federal Civilian line of business. His responsibilities include: setting and updating go-to-market strategies; developing targeted applications of the Pega Government Platform that address specific needs; and cultivating new channels of revenue via forward-looking industry groups and innovative acquisition vehicles.

David is a decorated combat veteran of the U.S. Navy. He graduated with distinction from the University of Pennsylvania and has over two decades of Legislative, Defense, IT Security, and National Security consulting experience. Post Navy, he worked with Big 5 Consulting firms before starting a software and services company with fellow Navy Veterans that was acquired in 2010. David then spent nine years working with Veteran- and Minority-owned companies in the IT industry. He enjoys playing baseball and spending time with his family in Arlington, VA. He can also be found on a local golf course, sometimes to the left – but mostly to the right of the fairway.