



EXECUTIVE BIOGRAPHY


John Royer

John Royer is head of digital products for **CSC** Global Financial Markets (GFM). He's responsible for all digital platforms including Salesforce®, proprietary products, and custom development. Since joining CSC in 2018, John has built out several custom applications and introduced the Salesforce platform in Asia and Europe.

Previously, John served as the co-founder and managing partner at Insitehub LLC for eight years. At Insitehub, he was responsible for managing the day-to-day business of an early-stage, high-growth software company focused on commercial and Salesforce effectiveness.

John is a member of the Product Development Management Association and the Design Management Institute. He also serves on the advisory board of the Information Science Program at Delaware County Community College, and is an advisor to the SPIN-IN program at the University of Delaware.

John is a graduate of Penn State University where he received a B.S. in information science and an M.S. in software engineering. He also holds an M.S. in organizational dynamics from The University of Pennsylvania, as well as an executive graduate degree from MIT in innovation and strategy.

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