

**About Dale:** Before joining PPAI as president and CEO in August 2021, Denham spent 10 years at distributor Geiger as senior vice president and CIO responsible for significant growth, including international growth, and successfully led the organization's digital transformation. Prior to Geiger, Denham was a member of the ASI executive team for 10 years where he was responsible for growth, including all technology, strategic partners, and publications. His first experience in the industry came in the 1990s as president of Impact. Denham served on the PPAI Board of Directors from 2015-2020, including as chair in 2018. He has served on numerous other industry boards and has been a consistent volunteer for PPAI and other industry organizations, as well as a sought-after speaker. Denham graduated from the University of South Florida with a bachelor's in business and a minor in economics.