

Will Peterffy Bio

A lifelong environmental advocate, Will Peterffy has made it his mission to help humanity right its relationship with the earth. . As ESG Director of Interactive Brokers, Will has led the development of IMPACT, a mobile trading platform for socially conscious investors. IMPACT solidifies Interactive Brokers' commitment to sustainable practices.

Additionally, Will has built an organization called "One Small Planet" whose mission statement is to harmonize the wealth of people and planet through the deployment of vital capital. Will views the launch of the IMPACT app and One Small Planet as a manifestation of his life's purpose.

"IMPACT and One Small Planet will help fuel a generation of change and optimism. It brings me great joy to create opportunities that enable people to align their finances with their values in services of a holistic economy." – **Will Peterffy**

In addition to his duties at Interactive Brokers, Will proudly serves on the board of directors for Bioneers, a nonprofit organization serving as a hub for social and scientific innovators with solutions for the world's most pressing environmental and social challenges. Will is also a co-founder and trustee of The Peterffy Foundation, which he runs with his sisters. There, his work focuses on improving the health of the world's water systems and promoting indigenous peoples as the primary stewards of our natural world.

Will's passion for environmental causes began as a youth. While the financial world played a large influence as his father, Thomas Peterffy, built Interactive Brokers into one of the world's foremost international brokerage firms, Will felt as though something was missing in our financial system that was causing harmful imbalances in our world. This curiosity led him to a deep exploration into the core systems of the natural world.

After studying environmental science at University of Colorado Boulder, Will set out to make a real-world difference. He spent the next decade engaged with regenerative agriculture projects and permaculture practices. His experience spans from native landscaping to regenerative cattle operations on the North American grasslands, to studying sustainable economic ecology efforts across the United States and globally from Central and South America to New Zealand.

Will never forgot his roots in the financial world and ultimately returned to gain a deeper understanding of the underlying systems, functions, and relationships driving the large imbalances he saw having a devastating effect on our environmental systems. During this time he worked as an analyst specializing in renewable energy for two New York-based hedge funds. It was here that his childhood and early adult experiences intersected and set the stage for his next career phase at Interactive Brokers.

Today, Will prides himself on being a bridge between the natural and financial worlds. He remains focused on moving away from an extractive-based economy to one that is more based in life growth. This is his life's work and he could not be more excited to share it with the world.