



David brings over 35 years of experience in technology leadership, business systems, data analytics, and enterprise process automation across the financial services and leadership development industries. Throughout his career, he has led initiatives involving systems integration, workflow automation, reporting solutions, and data strategy, with deep expertise in Microsoft technologies, SAS, Python, CRM platforms, and enterprise application development. David has played a key role in modernizing operational processes and helping organizations leverage technology to improve efficiency, scalability, and decision-making.

In addition to his technical leadership, David has extensive experience collaborating with cross-functional teams to implement innovative solutions that bridge business and technology needs. He has led projects involving API integrations, learning management systems, AI-enabled process improvements, and customer relationship management platforms, while also supporting leadership development and organizational growth initiatives.

David is passionate about using technology to simplify complexity, empower teams, and create practical solutions that help organizations operate more effectively and strategically.

“When technology is paired with purpose, learning becomes more personal, more accessible, and more transformative”.

You can reach David Custer at dcuster@livingasaleader.com.