

MEET

DAN PRICE

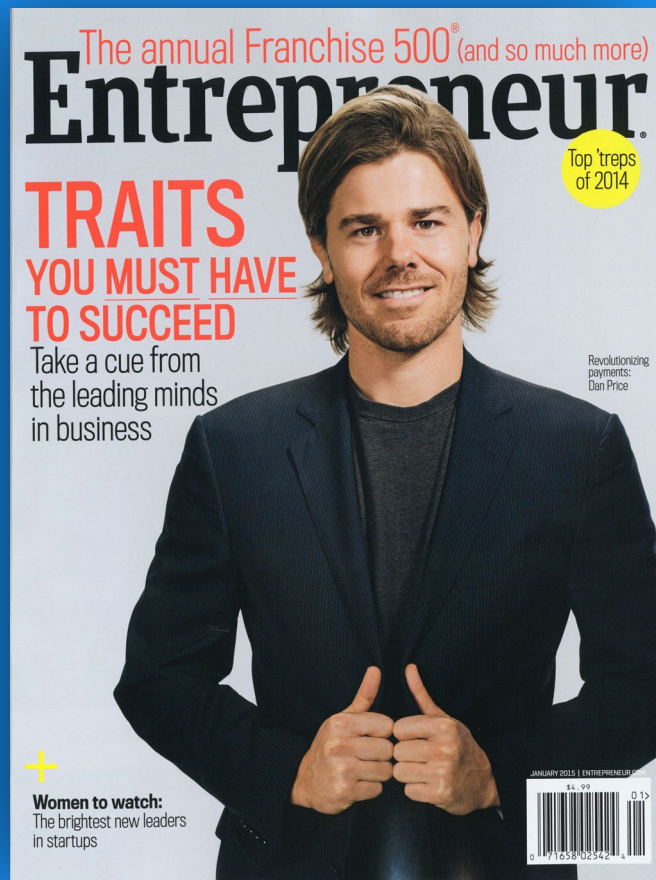
Entrepreneur. Advocate. Author.

Provocateur. Game-changer.

\$70K CEO.

“The purpose-driven leader must be willing to take risks. If you aren’t willing to sacrifice for what you say you believe in, why should people follow you?”





At just 19 years old Dan Price founded Gravity Payments with a mission to serve small business owners by providing fair pricing and excellent service on their credit card processing. Today, nearly 20,000 independent businesses across all 50 states trust Gravity to help them accept payments.

In addition to his role as founder and CEO, Dan has dedicated his life to demonstrating a fairer, more humane way of doing business. In 2015 he gained national attention after raising Gravity's minimum salary to \$70,000 a year. Since then, he has become an outspoken advocate of income equality and has inspired leaders all around the globe to implement better wage standards at their organizations. While many executives tout the benefits of purpose-driven leadership, Dan is one of the rare few who actually practice it every day.

AWARDS and HONORS

Small Business Administration
Young Entrepreneur of the Year

GeekWire
Young Entrepreneur
of the Year

Entrepreneur Magazine
Entrepreneur of the Year

Seattle Business Magazine
CEO of the Year

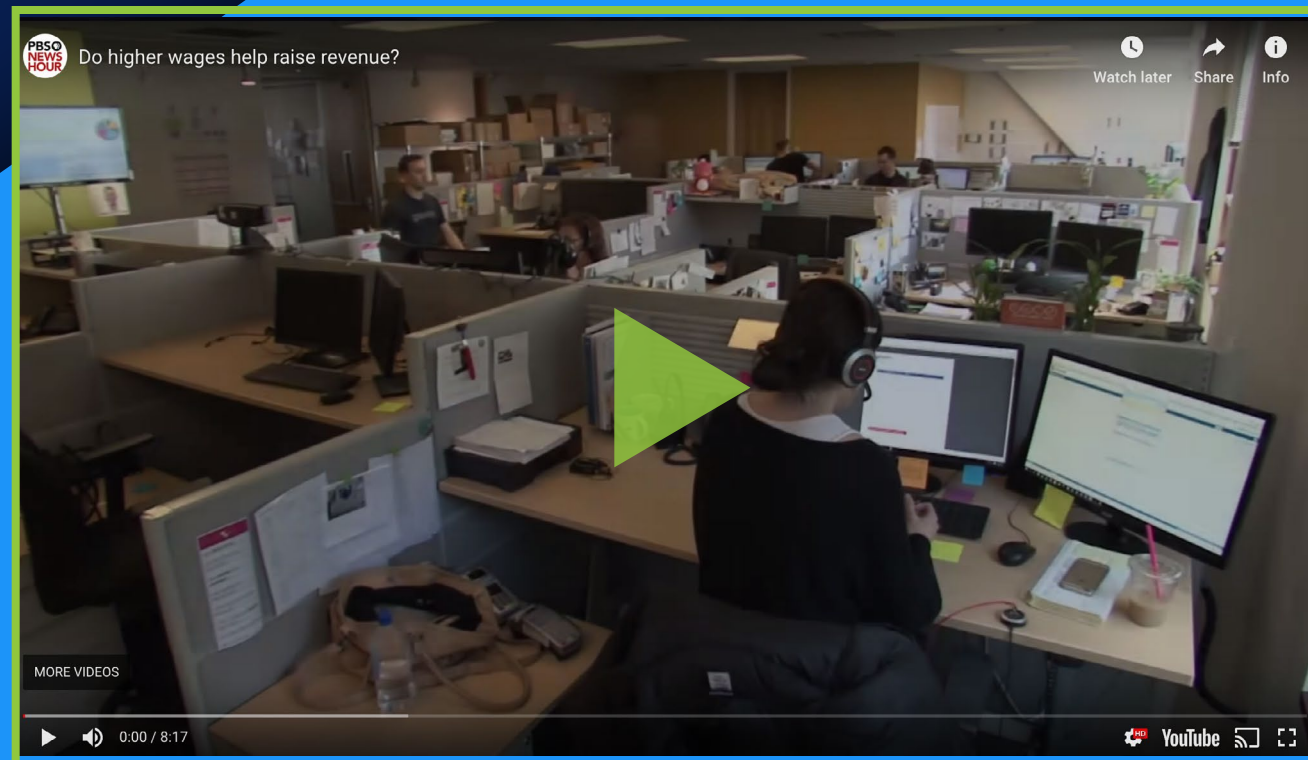
Seattle Business Magazine
100 Best Companies to Work For



Dan with President Obama at the SBA award ceremony

THE \$70K CEO

On April 13, 2015, Dan Price announced a \$70,000 minimum wage at Gravity. To pay for the increase, he slashed his seven-figure salary to just \$70,000. The move quickly garnered national attention and sparked a heated debate about income inequality in America. Although many advocates had long demanded higher wages for working people, Dan was the first business leader to implement an aggressive living-wage standard for all of his employees. “The \$70K decision represents my commitment to running a company driven by its values instead of the dollars it earns,” Dan says. “It represents the moment when I decided to ignore conventional wisdom and do something that I felt deep down was the right thing to do.”



‘PBS NewsHour’ covers the impact of Gravity’s living wage

“The worries of not being able to pay for something have disappeared. I don’t have to make a choice between fuel or groceries. I don’t have to worry about an unexpected emergency.”
—Gravity employee on the impact of the \$70K minimum wage

“A small Seattle company shows that capitalism can have a heart.”
—Pulitzer-Prize Winning Columnist Nicholas Kristof,
New York Times

Employee headcount has increased more than 70%

Customer attrition has maintained at 20% below the industry average

Annual employee turnover has dropped from pre-\$70k levels of 40-60% to 15-30%

Number of employees having or expecting babies increased from 1-2 per year to 6-7 per year

LIFE after the LIVING WAGE

Dollars processed (a key metric used to measure growth in the payments industry) has *more than doubled* from \$3.8 billion dollars in 2014 to \$10.2 billion dollars in 2018

Over 70% of those at the company with debt have been able to pay it down, with over 1/3 of them paying off over 50% of their total debt

Dan's social videos have garnered more than 20M views

Personal individual 401k contributions have more than DOUBLED

Customer base has grown more than 75%

PRESS AND WRITING

Dan has been featured in a wide variety of local, national, and international publications including *The New York Times*, NPR, *The Today Show*, *NBC Nightly News*, *PBS NewsHour*, *Inc. Esquire*, and Fox News.

Dan is also available to write op-eds on the subjects of entrepreneurship, purpose-driven leadership, wage equality, small business, employee engagement, company culture, and the role of business in society. For samples of his writing, visit his contributor pages on Success.com, Inc.com, LinkedIn, and Medium.



The Today Show



CBS This Morning



Fox Business



The Daily Show

Inc.
SUCCESS

M
Medium

LinkedIn



Esquire

ADDITIONAL PRESS

THE WALL STREET JOURNAL.

BBC

The
TREWS

Daily Mail

The Telegraph

FORTUNE

People

Bloomberg Businessweek

BUSINESS
INSIDER

The
Guardian

USA TODAY

Money

The Washington Post

marie claire

FAST COMPANY

The New York Times

The Washington Times

Entrepreneur

HUFFPOST

Inc.

Forbes

The Seattle Times

HR Examiner
The New Architecture of Work

BuzzFeed News

Los Angeles Times

SLATE

npr

SPEAKING

Dan is a highly sought-after speaker whose message resonates with both large and small audiences across a wide range of industries. His speaking style is relaxed, personable, and interactive, and he tailors each speech to be most relevant to his audience.



SPEAKING TOPICS INCLUDE:

Small-Business Entrepreneurship

Drawing on his firsthand experience, Dan will offer advice to business owners about how to distinguish themselves from the competition, hire the right people, and stay focused on what's most important.

Purpose-Driven Leadership


Research shows that companies that put purpose ahead of profit are more successful, innovative, and stable over the long term than those that focus on money alone. Dan calls on leaders to identify and commit to their own purpose and use it as a guidepost to make decisions that will help their companies thrive.

Pay People More

As the average worker's wage has stagnated over the past forty years, executive pay and profits have skyrocketed. Dan explores creative ways to institute a better wage policy at your organization and shares data to prove how doing so can make your business stronger while simultaneously making our society more prosperous and fair.

Risk and Sacrifice

True leaders need to be willing to risk things like money, reputation, fame, influence, or popularity for the sake of what's most important: their values and doing what's right. While taking risks is scary, Dan will show how they're necessary to create change and inspire others to follow you.



"Dan absolutely brought the house down at the i4cp 2019 Conference. His relatable, personal, and refreshingly heartfelt presentation captivated the audience and garnered a well-deserved standing ovation."

– Erik Samdahl, Vice President of Marketing, Institute for Corporate Productivity (i4cp)

CONNECT WITH DAN

If you're interested in booking Dan for an appearance or interview, contact
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