



Liz Pestow brings a wealth of diversity and experience in marketing and strategic leadership to her role as CEO of DELMAR Software Development. With a Bachelor of Arts in Marketing, Liz began her career in the automotive sector at Simpson Industries before becoming the Marketing Director at TLC Eye Care. In 2007, she joined the Indiana Crop Improvement Association in a multifaceted role responsible for business development, brand management, and software oversight. Liz joined DELMAR in 2016, and her impressive journey from Business Development Director to CEO in 2024 showcases her impactful

leadership and vision. As CEO, Liz is committed to driving DELMAR toward a future of innovation and excellence, always prioritizing client success and delivering outstanding results.