David Potere, PhD Biography

David is a technology leader focused on building integrated, applied science platforms that reliably inform large-scale challenges where location intelligence and machine learning can get to the heart of the problem.

For more than a decade, David has used geospatial technology to tackle complex business problems. For the past several years, he has focused on building a living map of the world's food supply. He believes that new, more reliable maps, metrics, and models are essential to help farmers grow crops that are more profitable, safe, and sustainable.

Prior to joining Indigo, David was co-founder and CEO of TellusLabs, which provided actionable agricultural intelligence to customers across the food value chain. TellusLabs provided early, accurate reads on some of the world's most important harvests. Before starting TellusLabs, David co-founded and grew Boston Consulting Group's analytics practice from its inception into a thriving global business (BCG Gamma). David's roles at Tellus and Gamma centered on building and leading fast-moving, cross-functional teams that span machine learning, engineering, remote sensing, geospatial science, and product development. David served as a Surface Warfare Officer in the US Navy.

David received an AB from Harvard College, an MA in satellite remote sensing from Boston University, and a PhD in geo-demography from Princeton.