



Bill Arend

Regional Director, Workday

Founder & Chairman, 1P410 Sports Performance, LLC

Bill Arend has spent 23+ years in the software industry including roles at Microsoft, Oracle, and Workday. Currently, Arend is leading a regional team at Workday focused on serving the office of finance and human resources in the mid-market in S. Texas and Louisiana. At Oracle for almost a decade, Arend built one of the most respected and top producing teams in the North America. Prior to Oracle, he helped manage Microsoft's partner community that led to being awarded the top producing region in the US.

Outside of his software & services duties, Bill founded and serves as Chairman for 1P410 Sports Performance, LLC. 1P410 Sports is a fully integrated sports performance training and wellness center based in the Woodlands. 1P410 Sports leverages technology and data to help athletes of all ages and skill levels work from a game plan to reduce risk of injury and achieve peak performance.

He currently is on the Advisory Board for the National Association of Corporate Directors (NACD) and formerly served the Houston Technology Center (HTC). In addition, he recently served on the board for the Austin Technology Council (ATC), National Business Development Association (NBDA), and the Greater Houston Manufacturing Association (GHMA).

He earned a B.B.A. in Marketing with a minor in Information Technology from Baylor University. He enjoys raising his son and two daughters with his wife of 24 years, watching his kids perform on the volleyball courts and golf courses around the country, spending time with family, and playing golf.