

Will Duff Gordon
Chief Executive Officer
Total Performance Data

Will Duff Gordon is the chief executive officer of Total Performance Data (TPD). He has been helping people to make sense of complex data since 2000. Gordon is able to leverage his wealth of experience, earned in financial data giants, the world of horse racing and nimble startups, to combine the technological rigors of data capture with the aesthetics of delivering the data in an accessible way.

A keen racehorse owner, Gordon is bringing the world of horse racing to a wider audience through the use of engaging and insightful data, delivered via an elegant, simple interface. Customers can offer greater insights and better results to those at the heart of this great sport. Gordon lives in London with his wife and their two children.