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Derek Choy is VP of Public Relations and Volunteer Services for NAAAP-SF. In this role, Derek is responsible for coordinating PR activities, creating opportunities for volunteers to develop as leaders, and coordinating volunteer efforts to chair and be part of committees involved in the running of events.

Derek is currently a co-founder and Vice President of Products at IncentAlign, an innovative Enterprise software startup developing technology which empowers front line employees to drive top line results for companies. Before becoming an entrepreneur, Derek was a Strategy and Innovation Associate at Intuit, where he drove initiatives to enter a new market and develop a new product.

Derek has also been a Senior Associate at The Boston Consulting Group for over three years, where he has developed and helped implement strategies for a diverse range of public sector and private sector clients. While at BCG, his nonprofit and public sector focus was in the development of programs which enable people from all backgrounds to succeed through better education and self development opportunities.

He has dual degrees in Computer Science and Law (Honors) from the University of Melbourne, Australia. He was born and raised in Australia, and has a passion for food. His current mission is to find the best pizza restaurant on the planet.