

Willard Deere Velie

Senior Advisor and Financial Principal

Will Velie brings 40 years of diverse business expertise across Financial Services, Agribusiness/Agtech, and Sustainable Leadership. His senior-level roles include Director of International Sales at Franklin/Templeton, Managing Director and Executive Council Member at Prudential International Investments (London), International Advisory Board Member at Accelerando Associates (Valencia, Spain), Senior Advisor to four Agtech companies, Principal at AccessAlpha Worldwide LLC, and Senior Director of Sustainability at Ever.Ag.

With over 20 years in Sustainable and Impact Investing, Will has shaped private and public investment strategies and provided consulting services to Asset Management Firms and Private Investors as well as Agriculture and AgTech firms, embedding sustainability into internal operations and external partnerships. His 16 years in Agribusiness and Agtech include hands-on experience in capital raising, commercial execution, senior management support, and crafting due diligence documents, marketing narratives, and board-level presentations.

Will holds Series 6, 7, and 24 Financial Securities Licenses and has lived in London, Italy, and Australia. For the past 22 years, he has called Asheville, NC, home.

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