



Peter Larsen Bio

Vice President, Delivery Technology
Amazon

Peter Larsen has been at Amazon since 2007 and is currently Vice President of Delivery Technology leading product management, software development, and business development teams to create and launch new ways to deliver goods to Amazon's customers. Previously, Peter Larsen was the Vice President of Product Management & Business Development for Amazon Devices where he led the creation and launch of Kindle e-readers, Fire tablets, Fire TV, the FreeTime content subscription service for kids, as well as the Dash Button and the Dash Replenishment Service. Earlier in his career, Peter received his MBA from Cornell and then moved to Silicon Valley where he worked at Apple and then Liberate Technologies, an interactive TV software start up that later went public. After Liberate, Peter moved to London where he became CEO of Enpocket, one of the first mobile advertising start-ups, which was sold to Nokia in 2007.