

**About Dagur Eyjolfsson**

Dagur Eyjolfsson, founder and CEO of Fitbook, founded Fitbook in 2011 to help people improve their quality of life by focusing on better health. Most recently, he launched Postcard Workouts, a monthly membership program that delivers affordable and effective workout solutions to people's doorsteps.

Eyjolfsson has been an entrepreneur since 1998, when he found a URL redirection service called dig.to. He has held several different roles in business, including his most recent position as chief financial officer for an Icelandic company. In 2013, he began to focus his efforts full-time to health and fitness initiatives.

Dagur holds a degree in finance and management from Coastal Carolina University in South Carolina and a degree in business from the Commercial College of Iceland. He currently resides in San Francisco.

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