Eliam Medina

Willing.com (Bequest, Inc.)

Miami, Florida

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Eliam is the CEO and co-founder of Willing.com, a company dedicated to making quality estate planning easy and affordable for everyone. Willing is a collaboration between some of the brightest minds in estate planning and technology. It launched in 2015 and has grown to become the world’s largest estate planning service.

Prior to Willing, Eliam was Vice President of Global Marketing Innovation at Burger King after it was acquired by 3G Capital, the New York-based private equity firm, and a consultant at McKinsey & Company. Eliam has an MBA from Columbia Business School and an undergraduate degree from Florida International University, where he studied business and computer science. He was born in the Dominican Republic from Cuban parents and lives in Miami, FL with his wife and two young daughters.