



Mr. Bill Burch  
CEO  
ArchivaLife

As the CEO and founder of ArchivaLife™, Bill Burch is the creator of the ArchivaLife memory keeper products. Passionate about ArchivaLife's ability to preserve family memories and connect the generations, he is the company's lead spokesperson, and speaks to groups and the media about the benefits of telling one's life story. Mr. Burch also has had a long, successful career in the mortgage business in both origination and leadership roles.

Mr. Burch holds a Bachelor's degree in Business Administration, Finance from the University of Houston. An active community member and enthusiastic volunteer, he is president of La Jolla Rotary Club, founding chief of the Santaluz Indian Guides, founding team leader of the Santaluz Community Emergency Response Team, and past president of the Fireside Toastmasters and Delta Sigma Pi at the University of Houston. He also served on the boards of the La Jolla YMCA and the First Presbyterian Church, San Diego, and is the founding facilitator of the Santaluz Men's Bible Study Group.

Mr. Burch lives in San Diego with his wife, Shirley, and their two young children, Will and Henry. In his free time, Mr. Burch enjoys opera and symphony music, and loves to experience the beauty of nature while hiking, camping, and mountain biking.