Packer has established himself as one of Hollywood's blockbuster hit makers with seven of his films opening number one at the box office. In 2013, Packer signed first-look production deals with Universal Pictures and Universal Television. Under both deals, he develops new projects for the studios under his Will Packer Productions banner. In 2014, he accomplished the rare feat of producing two films in the top six at the box office and became one of the only African-American producers to have seven films debut at number one during opening weekend.

His most successful film to date is Universal's "Ride Along" starring Ice Cube and Kevin Hart. "Ride Along" debuted No. 1 at the box office in 2014 with record-breaking receipts totaling over $48 million during the Dr. Martin Luther King Jr. holiday weekend, making it one of the biggest January opening box office tallies of all time. The film also went on to be No. 1 at the box office for three consecutive weeks and grossed over $153 million worldwide. Packer received his bachelor's degree in electrical engineering from FAMU in 1996.