



CONTACT

✉ eric.peterson@awesometeam.com

📍 Open to Remote, Hybrid, Travel & Relocation

🌐 [linkedin.com/in/ericthepeterson](https://www.linkedin.com/in/ericthepeterson)

SELECTED ORGANIZATIONS

Employers, clients, enterprise customers & strategic engagements

Marvel | Disney | NBCUniversal | Netflix
| Hulu | Amazon Prime | HBO | Pearson |
Qualcomm | Apple | Microsoft | NetApp |
Zscaler | Fortinet | SonicWall | Insight |
Rogers Communications | Optiv |
EchoStar | Terrible Herbst | Kaseya |
Phoenix Children's Hospital

CORE EXPERTISE

GROWTH & COMMERCIALIZATION

Growth Systems Architecture
Go-to-Market Strategy
Customer Acquisition
Revenue Operations
Commercialization
Strategic Positioning

AI & AUTOMATION

AI Strategy & Automation
AI Workflow Design
Growth Diagnostics
CRM Architecture
Outbound Systems
Lifecycle Automation

LEADERSHIP & EXECUTION

Operational Leadership
Business Systems Design
Executive Communication
Enterprise Strategy
Cross-Functional Execution
Team Development

PLATFORMS

ChatGPT • Claude • Microsoft Copilot •
Base44 • Salesforce • HubSpot •
LinkedIn Sales Navigator • Meta Ads •
Klaviyo

EXECUTIVE PROFILE



Eric Peterson

Growth Systems Architect • Founder • AI-Powered Business Growth

PROFESSIONAL SUMMARY

Growth systems architect, founder, and commercial leader with 20+ years of experience building businesses, developing executive relationships, commercializing products, leading multidisciplinary teams, and guiding technology and growth initiatives across founder-led companies and global enterprises.

Over the past three years, worked with approximately **960 founder-led companies**, translating recurring growth constraints into practical AI-assisted systems spanning customer acquisition, positioning, automation, lifecycle management, and execution. Earlier experience includes scaling a multidisciplinary company to approximately **\$300K in peak monthly revenue**, leading an organization approaching **100 professionals**, and contributing to **\$38M+ in enterprise technology sales and strategic initiatives**.

Combines founder-level ownership with enterprise operating discipline to turn strategy into execution, measurable results, and repeatable scale.

PROFESSIONAL EXPERIENCE

Founder | Growth Systems Architect

2023 – Present

Your Awesome Team

AI-Assisted Growth Systems for Founder-Led Companies

- Translated patterns observed across approximately **960 founder-led companies over three years** into repeatable diagnostics, strategic frameworks, and AI-assisted execution systems.
- Designed integrated acquisition and execution workflows spanning outbound prospecting, email, advertising, CRM/lifecycle automation, positioning, and strategic planning.
- Built systems capable of supporting approximately **2,000 targeted B2B prospects per month**, using automation and AI to make founder-level growth execution more repeatable and scalable.
- Lead strategy, product development, commercialization, and continued development of the Your Awesome Team growth platform.

National Enterprise Account Manager

2021 – 2023

NetApp

Enterprise Data Storage & Cloud Infrastructure

- Connected complex technical capabilities to executive business priorities through consultative account strategy and cross-functional solution development.
- Developed long-term executive relationships supporting infrastructure modernization, cloud transformation, and enterprise growth initiatives.

Regional Account Manager

2020 – 2021

Zscaler

Cloud Security & Zero Trust Architecture

- Led zero-trust modernization across complex enterprise environments including **Optiv, Rogers Communications, EchoStar, Yokowo, and Phoenix Children's Hospital**.
- Grew attainment from \$0 to more than **\$1M** during the first fiscal half while developing strategic enterprise opportunities.

KEY ACHIEVEMENTS

960+

Founder-Led Companies

\$38M+

Enterprise Sales & Strategic Initiatives

~\$300K/Mo

Epic Digital Peak Monthly Revenue

350K

Space Bastards Issues Purchased

Named Account Manager Fortinet Enterprise Security Fabric Solutions - Achieved 152% quota attainment while developing complex enterprise security opportunities. - Led Terrible Herbst's cybersecurity modernization across 120 locations, aligning network protection, threat intelligence, and operational continuity.	2018 – 2019	Territory Account Manager SonicWall Network Security & Threat Prevention - Earned the #1 North America Sales Award in 2017. - Expanded business through strategic partner development, channel execution, and territory growth across OH, MI, PA, DE, AL, FL, and MS.	2015 – 2018
--	-------------	--	-------------

FOUNDER & BUSINESS-BUILDING EXPERIENCE

Founder Executive Leadership Epic Digital Founder; remains a minority shareholder Founded and scaled a multidisciplinary growth, technology, and media organization serving approximately 300 organizations . - Built the organization to approximately \$300K in peak monthly revenue through commercialization, customer acquisition, technology, media, and strategic growth engagements. - Built and led an organization approaching 100 professionals, coordinating multidisciplinary teams across creative, technology, sales, production, and client delivery. - Delivered work for organizations including Marvel, Disney, NBCUniversal, Pearson, Qualcomm, Apple, and Microsoft. - Built repeatable systems connecting strategy, creative execution, technology, commercialization, and measurable business outcomes.	2004 – 2015
---	-------------

CREATOR & MEDIA LEADERSHIP

Creator / Author / AI-Assisted Media Director Space Bastards Created and commercialized an internationally published creator-owned science-fiction property reaching approximately 350,000 purchased issues through distributor reporting. - Coordinated internationally recognized creative talent, publishers, manufacturers, retailers, and production partners. - Expanded the property into AI-assisted animated media; completed proof-of-concept development, character and shot development, and production-pipeline design, with an animated trailer completed and a full series in development.	
--	--

EARLIER EXPERIENCE

Account Manager Insight 2015 Attained approximately 300% more cloud-pilot sales than any other pilot-program participant.	Television Producer JVMI 2000–2004 Produced internationally syndicated programming; helped build production capabilities into an approximately \$2M studio during organizational growth from approximately \$20M to \$80M annually .
--	--

SELECTED BUSINESS IMPACT

- Approximately 960 founder-led companies worked with over three years. \$38M+ in enterprise technology sales and strategic initiatives across enterprise roles. - Organization approaching 100 professionals built and led at Epic Digital.	- Approximately 300 Epic Digital client organizations served. - Approximately \$300K peak monthly revenue at Epic Digital. - Approximately 350,000 Space Bastards issues purchased through distributor reporting.
---	--

EDUCATION

Two Associate Degrees Scottsdale Community College Graduated high school at 16; completed college while editing a feature film financed by Steven Spielberg and DreamWorks.	2002
--	------

AWARDS & RECOGNITION

#1 North America Sales Award — SonicWall 152% Quota Attainment — Fortinet 300% Cloud Pilot Performance — Insight
