



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

Building systems that transform strategy into execution, execution into measurable results, and results into repeatable scale.

EXECUTIVE PROFILE

For more than twenty years I have worked at the intersection of technology, growth, media, commercialization, and leadership—helping organizations solve the same fundamental challenge at very different scales: turning good decisions into measurable business outcomes.

My career has included building television production capabilities, founding and scaling a multidisciplinary business, leading enterprise technology initiatives, commercializing products for global organizations, creating internationally published intellectual property, and translating those experiences into AI-assisted growth systems for founder-led companies.

The industries have changed, but the operating philosophy has remained consistent: identify the constraint, build the right system, align people around execution, measure the result, and make success repeatable.

SELECTED IMPACT

960+

Founder-Led Companies Worked Alongside

\$38M+

Enterprise Sales & Strategic Initiatives

\$300K/Mo

Epic Digital Peak Revenue

350,000

Space Bastards Issues Purchased

~100

Professionals in Epic Digital Org

20+ Years

Building Growth Systems

EXECUTIVE PHILOSOPHY

"Organizations rarely fail because they lack effort. They struggle because their systems can't scale. My role is to identify those constraints, align people around disciplined execution, and build systems that produce measurable, repeatable growth."

Strategy → Execution → Results → Repeatable Scale

HOW I CREATE VALUE

SYSTEMS

Design operating systems that improve how organizations execute.

LEADERSHIP

Align people, priorities, and accountability around measurable outcomes.

EXECUTION

Translate strategy into disciplined operational action.

SCALE

Build repeatable frameworks that continue producing results as organizations grow.

CAREER SNAPSHOT

STORYTELLING 2000-2004

JVMI — Television Producer

Built internationally syndicated production capabilities and helped develop an approximately \$2M studio during organizational growth from approximately \$20M to \$80M annually.

ENTERPRISE 2015-2023

Insight • SonicWall • Fortinet • Zscaler • NetApp

Contributed to more than \$38M in enterprise technology sales and strategic initiatives while leading complex growth, security, cloud, and modernization engagements.

BUSINESS BUILDING 2004-2015

Epic Digital — Founder

Scaled a multidisciplinary organization to approximately \$300K in peak monthly revenue and nearly 100 professionals, serving approximately 300 organizations including Marvel, Disney, NBCUniversal, Apple, Microsoft, and Qualcomm.

AI + GROWTH SYSTEMS 2023-PRESENT

Your Awesome Team

Worked with approximately 960 founder-led companies and translated recurring growth constraints into AI-assisted systems for customer acquisition, execution, and scalable growth.

SELECTED ORGANIZATIONS

Marvel • Disney • NBCUniversal • Pearson • Qualcomm
Apple • Microsoft • NetApp • Zscaler • Fortinet
SonicWall • Rogers Communications • Optiv • EchoStar • Phoenix Children's Hospital

Organizations represent a combination of employers, enterprise customers, Epic Digital clients, and strategic initiatives.

LOOKING AHEAD

I am seeking an executive or senior leadership role where I can combine systems thinking, commercial experience, AI, cross-functional leadership, and disciplined execution to help an ambitious organization build measurable, repeatable growth.

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Explore Full
Executive Profile

