

JOSHUA PETERSEN

SENIOR PROGRAM MANAGER | CX, EX & AI STRATEGY

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PROFESSIONAL SUMMARY

Senior Program Manager specializing in CX, EX, and AI strategy with 10+ years building programs that connect business goals to real human outcomes. I bring structure to ambiguity, align stakeholders from C-suite to delivery teams, and design systems that hold up past launch. Certified Ethical Emerging Technologist with hands-on AI integration experience from strategy through delivery.

PROFESSIONAL EXPERIENCE

Senior Program Manager, Marketing, Amdocs Studios, Jan 2024 to Oct 2025

San Francisco, CA

- Built CX20, a proprietary research platform producing 14 industry reports, sales playbooks, and a CX diagnostic tool across 4 global campaigns. Drove a 51% increase in pipeline in year one and earned coverage in CX Dive.
- Integrated company website with HubSpot, Salesforce, and 6sense to create a unified lead-to-sales data flow, improving marketing and sales alignment while reducing operational overhead.
- Led a full brand redesign consolidating 7 previously separate groups into one cohesive system across customer-facing, internal communications, legal, and digital channels.

Senior Program & Experience Manager, Amdocs Studios/Stellar Elements, Sept 2021 to Jan 2024

San Francisco, CA

- Managed 3-4 concurrent enterprise programs across 2-3 clients, aligning 5-10 stakeholders per engagement including C-suite at Damon Motors, Full Compass, Automation Anywhere, and Five9, and Sr. Directors at Cisco, Twitter, and SiFive.
- Delivered CX and digital audits and roadmaps that directly supported major launches: Cisco Learning Network, Damon Motors Hypersport and Hyperfighter bike sales, and multiple SiFive product releases.
- Translated complex business and human needs into research-backed strategies spanning CX, EX, brand, and platform work from discovery through launch, coordinating between designers, engineers, marketers, and executives.

Senior Program & Product Manager, Arnowitz Culture Agency, Jan 2014 to Aug 2021

Sausalito, CA

- Grew the ACE corporate social platform to 500K+ monthly active users across 120+ countries, sustaining 100% client retention over 4 years.
- Led teams across front-end, back-end, UX, and client success through sprint planning, story writing, and platform releases.
- Doubled client implementations over 4 years through strategic platform growth and adoption programs.

Production Supervisor, Arnowitz Culture Agency, Aug 2012 to Jan 2014

Sausalito, CA

- Led media production for Fortune 500 clients including Hilton Worldwide, managing content delivery for global conferences, internal communications, and multi-station HD production environments.

EDUCATION

Bachelor of Applied Science, Sound Arts, Nov 2005 to Oct 2008

Ex'pression College for Digital Arts, Emeryville, CA

CORE SKILLS

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| • Program design, stakeholder alignment, Agile/Scrum, sprint planning, roadmap development | • CX/EX journey mapping, brand strategy, research-to-roadmap, platform audits | • AI strategy, AI workflow integration, martech integration (HubSpot, Salesforce), digital platform growth | • Executive alignment, C-suite communication, multi-team coordination, mixed stakeholder environments |
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CERTIFICATIONS

Certified Ethical Emerging Technologist (CEET), CertNexus, Nov 2025 to Nov 2028

Certified Scrum Master (CSM), Scrum Alliance, Jul 2021 to Nov 2027

Generative AI Strategic Leader, Vanderbilt University, Feb 2026