

Peter A. Verdin, PhD

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INTRODUCTION

Business Strategy & Program Development | Education, Technology & Wellness

PhD-trained educator, business development leader, and consultant with experience spanning education technology, health and wellness, and media. Combines commercial experience with a background in research, product and program development, customer implementation, and strategic communication. Brings a practical understanding of how organizations evaluate solutions, make purchasing decisions, implement programs, and measure results.

Professional experience with Houghton Mifflin Harcourt, Varsity Tutors, Athlos Academies, and National Fitness Campaign includes enterprise sales, public-sector partnerships, digital learning adoption, and educator development. Offers perspectives informed by working directly with organizational leaders, customers, educators, and product teams—from identifying needs and developing proposals to implementation and ongoing engagement.

Key Strengths Include:

- Industry and customer insights: Understanding education-sector purchasing, customer priorities, implementation barriers, and the factors influencing adoption and retention.
- Business development and partnerships: Conducting needs assessments, developing growth strategies, navigating procurement processes, and translating organizational goals into persuasive proposals.
- Learning and program strategy: Designing curriculum, professional development, onboarding, and wellness programs with clear objectives and practical implementation plans.
- Research and strategic communication: Synthesizing research, audience insights, and performance data into accessible explanations and actionable recommendations.
- Authorship, speaking, and consulting: Author of *Gold in the Cracks*, combining storytelling, learning design, and creative strategy to develop presentations, educational content, and a cohesive author and speaking platform.

Relevant Competencies: Industry and customer analysis, education technology, enterprise sales, strategic partnerships, public procurement, curriculum and program development, customer adoption, research synthesis, audience strategy, and presentation development.

Technical Proficiencies: Salesforce, HubSpot, Tableau, SPSS, Canvas LMS, Adobe InDesign, Adobe Illustrator, Excel, Python (basic), and HTML (basic).

MOST RELEVANT PROFESSIONAL EXPERIENCE (IN ORDER OF RELEVANCY & INFORMATION LIMITED TO MOST RELEVANT TO THIS JOB)

Author, Speaker, & Consultant

Independent- Boise, ID

June 2026- Present

- Authored *Gold in the Cracks*, a memoir exploring identity, performance, and repair, and developed the brand, messaging, and digital presence supporting the book and related speaking and consulting work.
- Develop a campus speaking program with Campus Outreach Services, translating personal experience and educational expertise into audience-specific storytelling, learning objectives, and practical takeaways.
- Designed and built an author website and created the visual identity, book graphics, speaker materials, and promotional assets, managing content and creative development across print and

digital formats.

- Discuss the book's themes through podcast interviews, using personal narrative to make complex experiences accessible and connect with audiences beyond the page.

Media Account Executive

ABC KIVI Channel 6- Boise, ID

February 2026- Current

- Ranked first on the team in new business revenue in first full quarter following ramp, exceeding quarterly new business goal.
- Closed a new institutional partnership with a private university, structuring a multi-platform campaign across broadcast, digital, and connected TV.
- Own full-cycle territory selling integrated media and digital solutions (broadcast, programmatic display, pre-roll, OTT/CTV, geofenced mobile) to decision-makers across healthcare, higher education, home services, legal, and financial services.
- Built a prospecting infrastructure independently: a Python and Playwright competitive ad-intelligence scraper, a multi-tab account workbook with fuzzy CRM matching and parent-subsidiary mapping across thousands of accounts, and an AI-assisted vertical playbook system for meeting prep and proposal generation. Reduced pre-call research time per prospect from hours to 15-minutes.

Partnership Development Manager

The National Fitness Campaign- remote

February 2025- January 2026

- Built and managed strategic partnerships with K-12 districts and higher education institutions, regularly presenting to boards of education, superintendents, cabinet leaders, and university presidents.
- Led executive planning conversations that aligned wellness infrastructure initiatives to district strategic plans, capital budgets, and grant funding cycles.
- Navigated complex institutional procurement processes, including board approvals, public funding streams, and multi-stakeholder alignment.
- Owned a regional territory and achieved all first-year performance goals, generating over \$1M in new partnerships while ranking in the top 25% of the team.
- Selected to serve on the company's inaugural Change Advisory Board, advising leadership on operational improvements and client-facing strategy.

SaaS Enterprise Account Executive

Varsity Tutors for Schools- remote

May 2024- January 2025

- Managed a portfolio of 75+ district accounts, driving post-sale adoption, renewal readiness, and expansion through structured lifecycle engagement.
- Increased platform adoption by 200% in priority accounts by identifying new district use cases and facilitating cross-department stakeholder alignment sessions.
- Conducted executive-level discovery and strategic review conversations with district decision-makers to connect platform usage to instructional priorities and funding cycles.
- Partnered with implementation and customer success teams to ensure coordinated onboarding, measurable adoption, and long-term client retention.

EdTech SaaS Account Executive

Houghton Mifflin Harcourt- remote

February 2022-May 2024

- Owned a multi-state territory of 120+ K-12 accounts, driving new partner acquisition and expansion within complex district, charter, and private school environments.

- Achieved \$1.36M in annual sales (104% of goal) and grew territory revenue to \$2.85M in Year 2 (110% of goal) through disciplined prospecting, strategic account penetration, and consultative sales methodology.
- Led assessment-focused conversations with superintendents, curriculum directors, and charter network leaders, aligning instructional priorities to NWEA MAP Growth data, intervention needs, and accountability goals.
- Leveraged deep understanding of NWEA reporting structures and growth metrics to position integrated literacy and math solutions that supported measurable student achievement gains.
- Drove 111% net revenue retention and 81% gross renewal rate by proactively identifying growth opportunities tied to assessment data trends and funding cycles.
- Navigated complex RFP processes, board approvals, and multi-layered procurement structures across public, charter, and private school systems.
- Maintained disciplined Salesforce pipeline management, forecasting, and territory reporting.

Associate Director of Healthy Body

Athlos Academies- Boise, ID

February 2016-April 2019

- Led curriculum design and system-wide implementation strategy for a network of 20+ schools, developing standards-aligned instructional frameworks to ensure consistent adoption across campuses.
- Built implementation frameworks and supporting resources aligned to student outcome data, ensuring curriculum adoption translated into measurable impact.
- Partnered with school leaders to implement and analyze Panorama school climate and culture survey data collected from students, staff, and families, facilitating principal and superintendent-level data review sessions that translated engagement metrics into actionable school improvement plans.
- Developed dashboards and reporting systems to monitor student engagement and instructional effectiveness across 1,000+ students, supporting data-informed leadership decisions.
- Delivered virtual and on-site professional development for 140+ educators, aligning instructional practice to student outcome data and strategic priorities.
- Managed LMS infrastructure with 100+ competencies, supporting structured educator development tied directly to survey insights and performance goals.

Product Manager // Coach Education Manager

Athlos Academies- Boise, ID

April 2019-August 2019

- Managed Strategic Relationships: Oversaw partnerships with 5 physical education departments and a network of 20+ schools, managing over 150 teachers and securing contracts exceeding \$1.2 million.
- Led Product Lifecycle Initiatives: Directed the Healthy Body product suite through its lifecycle by working cross-functionally with sales, marketing, and design teams to drive successful product launches and continuous improvements.
- Enhanced Client Engagement: Delivered persuasive presentations to prospective clients, successfully onboarding new partners and providing ongoing professional development to ensure product adoption and high client satisfaction.
- Led onboarding and professional development initiatives for partner schools, ensuring successful adoption of program resources
- Collaborated with sales and leadership teams to align customer enablement with long-term engagement and retention goals

OTHER EXPERIENCE

Physical Education Teacher (Movement Engineer)

Future Public School- Garden City, ID

August 2019-February 2022

- Designed, launched, and implemented a K-5 physical education program for a Title I charter school, raising \$13K in grants, developing community partnerships, and utilizing design thinking to create an after-school skateboarding program with 20+ participants and a waitlist.

First Grade Teacher

*Future Public School- Boise, ID
November 2020-March 2021*

- Taught 1st grade virtually to 15 students during COVID-19, using innovative strategies to maintain 90-100% student engagement and scoring proficient in all evaluation categories.

Head Sports Performance Coach

*STACK Sports Performance & Therapy- Atlanta, GA
June 2015-February 2016*

- Managed sports performance training, program development, facility design, client recruitment, and intern training, achieving high sign-up rates and operational efficiency within budget.

Lead K-12 Physical Education Teacher (Lead Athletic Performance Coach)

*Athlos Leadership Academy- San Antonio, TX
August 2014-June 2015*

- Developed and implemented K-12 athletic conditioning curriculum, improving student performance, building a high-performing coaching team, fostering collaboration with staff, and coordinating a mentorship program for at-risk students.

For more detailed work experience and samples, visit my portfolio at [PeterVerdin.com](https://peterverdin.com) (password: PAV2023)

EDUCATION

PhD in Health Sciences: Human and Sport Performance
*Rocky Mountain University of Health Professions- Provo, UT
May 2017-April 2021*

Master of Science in Kinesiology: Strength, Conditioning, & Fitness
*The University of Georgia -Athens, GA
May 2014*

Bachelor of Education in Sport Management; scholarship student-athlete
*The University of Georgia -Athens, GA
December 2012*

PROFESSIONAL REFERENCES

David DenHartog

School Coach – Green School Network

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Laurie Nehf

Sales Director, Houghton Mifflin Harcourt

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Amanda Cox

Principal/Founder – Future Public School

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