

Luke Erickson

Founder & Executive Director, Startup Ventura

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Business development, account management, and entrepreneurship. I build new ventures and the relationships that carry them — most recently by founding Startup Ventura, a nonprofit accelerator for early founders in Ventura County.

Experience

Founder & Executive Director

Mar 2025 — Present

[Startup Ventura](#) · Ventura, California

Founded Ventura County's first nonprofit startup accelerator, built in partnership with the national accelerator gener8tor. Set the strategy, stood up the programming, and built partnerships connecting founders with municipalities, institutions, and mentors. Assembled a board of senior operators whose companies carry billions of dollars in combined exit value.

Account Executive & Sr. Business Development

Nov 2024 — Mar 2026

[Popl](#) · Ventura, California

Sold into senior, multi-stakeholder accounts across corporate, institutional, and public-sector buyers, and helped scale the business-development org — roughly doubling the team through recruiting, structured onboarding, and hands-on coaching. Generated \$3.5M+ in qualified pipeline, closed \$1M+, and repeatedly ranked the top individual contributor, including a record 81 booked demos in a single month.

Founder & Chief Executive Officer

2022 — Mar 2025

[One Tap Inc.](#) · Los Angeles, California

Founded and led a digital financial-literacy platform from idea to a working business. Owned business development, operations, and growth — directing the partnerships and contracts that built early credibility and aligning the product with real demand for financial education.

Outbound Sales Executive

2021 — 2022

[Artemis Health](#) · Salt Lake City, Utah

Ran high-volume outbound prospecting — researching accounts, prioritizing by fit, and delivering tailored, consultative demos. Lifted lead generation and engagement by about 25% and earned top monthly sales ranking twice in a single year, while feeding client insight back to product and marketing.

Executive Sales Manager & Team Lead

2020 — 2021

[Blerp](#) · Salt Lake City, Utah

Led and coached a sales team, building structured training and disciplined pipeline habits. Grew key accounts, found cross-sell opportunities, and landed 80 new clients through business development — doubling recurring revenue from that channel.

Sales Manager & Owner

2014 — 2019

Stew B's · Hudson, Wisconsin

Owned and operated a small business in my Wisconsin hometown — running sales, marketing, and daily operations, growing the customer base through referrals and community ties, and hiring and training a local team. An early, hands-on lesson in building something from nothing.

Education

B.S., Business Management

2023

University of Utah

Focus & Skills

FOCUS AREAS

Entrepreneurship · Business development · Go-to-market · Partnerships & fundraising · Community building · Public speaking

TOOLS

HubSpot · Salesforce · Apollo · Outreach · Salesloft · Gong · Sales Navigator · ZoomInfo · Zoho

LANGUAGES

English · German