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NEXT GEN

PROFILES



ADAM PETERSON

Co-Founder and Vice President of Sales
Channel Partners Capital, LLC
National Equipment Finance Association

Adam Peterson is the co-founder and vice president of sales at Channel Partners Capital. He currently serves on the senior leadership team. He is responsible for establishing and executing the sales strategy to identify and onboard independent, institutionally-backed or bank equipment finance companies. For the past three years, Peterson has served as a board member for the National Equipment Finance Association.

Peterson developed what the company refers to as the “pivot,” a method of working with SMB referrals Channel receives from equipment finance partners. The “pivot” helps end users evaluate their true needs for capital while strengthening their existing relationship with their equipment finance partner. Peterson built Channel’s early sales team to be valued partners for both equipment finance companies and SMB referral customers.

Peterson has been a thought leader as Channel converted its business to become a true fintech lender and during the development of products and technology customized for an optimal user experience. He has taken part in the evolution of Channel’s technology, data analytics, finance, sales and operations by expressing and advocating for the needs and opportunities of Channel’s finance partners.

“I have been fortunate since the day I started my career in the industry to be surrounded by tenured leaders, incredible team members and exceptional partners to learn the business. I’ve enjoyed taking part in our evolution from a start up in 2009 to one of the best capitalized companies in our space, giving Channel the ability to truly deliver a different UX for partners and end users.”



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