Luke Erickson

Founder & Executive Director, Startup Ventura

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$14M+	$4.5B+	10+
CAREER PIPELINE GENERATED	IN BOARD MEMBERS' PRIOR EXITS	YEARS SELLING

Business development, account management, and entrepreneurship. I build new ventures and the relationships that carry them — most recently by founding Startup Ventura, a 501(c)(3) tech accelerator for early founders in Ventura County.

EXPERIENCE

Founder & Executive Director

Mar 2025 — Present

Startup Ventura · Ventura, California

Founded a 501(c)(3) tech accelerator for Ventura County, backing creators, gamers, and founders alongside partners like Passes, Fanfix, and Karat Financial. I set the strategy, stood up the programming, and built the partnerships that connect founders with municipalities, institutions, and mentors. I also 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. I 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 fintech platform for the creator economy, growing it to $1M+ in waitlist revenue before exiting the business. As a solo founder I owned product, partnerships, operations, and growth — and learned how completely a company depends on its people.

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. I 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. I 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

Business Management

University of Utah

RECOGNITION & SERVICE

- Rookie Rotarian of the Year, Rotary Club of Ventura (2025) — for community service
- Boards of Directors — Serra Cross Conservancy (Serra Cross Park, Ventura) and New West Symphony (youngest ever; chair, America 250 Taskforce)

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