

Alicia Peton is a seasoned clinical leader and clinician with 20 years of experience across community, residential, office, virtual, and private-practice settings. She holds an M.S. in Counseling and Psychology from Troy University and a B.S. in Biology from Talladega College, and is a Qualified Supervisor with the North Carolina Board of Licensed Clinical Mental Health Counselors and a Licensed Clinical Addictions Specialist.

A certified neuroscience-based MAP Practitioner, Alicia offers virtual coaching MAP sessions internationally, integrating brain-based techniques into evidence-informed care. Her clinical work began in Multisystemic Therapy and expanded to individuals, couples, families, and groups across the lifespan (ages 5–70). She blends EMDR, CBT, DBT, TF-CBT, ACT, and other evidence-based approaches into multisystemic interventions for trauma, mood disorders, behavioral change, relationship and family difficulties, and substance misuse.

Alicia has served as Clinical Director overseeing multiple mental health locations and managing transitional and residential recovery programs. She currently owns a group private practice and provides clinical supervision to provisionally licensed clinicians. As a practical, trauma-informed presenter, she delivers actionable strategies to improve client outcomes and build sustainable practice systems for clinicians locally and internationally.