



# ***Eric Archuleta***

Digital Transformation Advisor

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Eric Archuleta is a growth-oriented digital executive, entrepreneur, and management consultant with over 20 years of experience in enterprise digital transformation, innovation, business strategy, and emerging technology.

## **Experience**

Eric has spent the last decade in leadership roles at Adobe, Microsoft, Deloitte, and Dell, driving growth strategies and digital transformation initiatives.

Most recently, at Adobe, he served as Global Head of Value Realization Consulting within Adobe Consulting Services, leading a team of experts to help global brands maximize the value of their Adobe investments. His leadership in emerging technology and business strategy fueled significant growth within the Adobe ecosystem.

Prior to Adobe, he was a Principal at Microsoft's Customer Innovation Consulting group, where he guided Fortune 500 companies in media, entertainment, telecom, and fintech on leveraging AI, cloud, and data to gain a competitive edge. He was also part of Microsoft's Pegasus group, offering pro bono consulting to startups.

Beyond these roles, Eric has held leadership positions in management consulting, marketing, and advisory at Deloitte Digital, Dell, and other digital consulting firms. Additionally, he has founded and successfully exited two tech-driven companies.

Eric has advised global brands such as T-Mobile, Exxon, Disney, Microsoft, and Amazon on digital transformation and future growth strategies. He is a frequent speaker at industry events as well as a published thought leader. He also serves as the lead instructor for Digital Marketing Leadership at BrainStation, where he trains marketing executives in technology-driven leadership.

## **Background**

Eric holds an MBA in Marketing from Georgia State University and a BS in Finance from the University of Colorado Boulder. He has furthered his education with executive studies at MIT and Wharton, along with professional training at Deloitte University and McKinsey Academy.

A fierce advocate for entrepreneurship and diversity, Eric has advised multiple minority entrepreneur charities, ensuring the next generation of innovators breaks barriers and builds legacies. He currently resides in Fort Lauderdale, Florida.

# Eric Archuleta

## Career & Education

- 20+ years as a Change Agent and Provocateur
- Providing game changing innovation to drive value across-industries
- Strong Executive presence and communication skills
- Founder of 3 Tech Startups, Executive (CMO/CDO), and a leader in Transformation consulting at multiple Firms (Deloitte, Dell, etc.)
- Expertise in Design Thinking, Futurescaping & Experience Design
- Obsessed with Emerging technologies & their potential to drive change
- Education
  - MBA Marketing: Georgia State University
  - BS Finance: CU Boulder
  - Executive Certifications from MIT (Platforms, IoT, & DT)

## Community

- Board Member Greater Fort Lauderdale Tech Alliance



### I Excel @

- Bringing bold ideas to clients
- Driving Change
- Shaping Ambition and Vision
- Creating moments that matter
- Marketing and Customer obsession

### I Thrive On

- Ambiguity to Reality
- Leading & Building Teams
- Creativity and Innovation
- Value creation
- Being adaptable and open to change

### Personal Life

- Wife, Kim
- 2 kids – Noah (21) Rayne (17)
- Love to: Play music (lifelong guitarist and songwriter), boating and spending time with family

### Philosophy

- Adapt or Die
- Culture eats strategy
- Be Bold
- Customer Experience is EVERYTHING!



## Career Path

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Marketing and Growth Executive/Management Consultant

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Denver, Mexico,  
Kansas, California

Atlanta

Florida



Founder/  
Sold 2010



Founder/  
Sold 2019



Director