

# young person Of the year



## Nichole Peterson

Art Director | The James Agency

A natural-born creative and tenacious mind, Nichole is a boundless influence to her peers, leaders, and clients. The ideas she brings to the table are unmatched and are seldom offered without strategic intention (and a smile on her face to boot). As Art Director at The James Agency, Nichole pushes her creative team to find unique solutions and implement industry-shaking techniques. Calling Nichole a “hard worker with heart” would be a gross misrepresentation, as she continuously shatters the expectations of her role and empowers those around her.

Nichole also spearheaded the TJA Internship Program which gives young creatives the opportunity to grow their craft with professional guidance. From teaching new techniques to providing meaningful daily insight, this program prepares college students and recent graduates for full-time creative careers.

Most importantly, Nichole is a caring, dedicated and humble person. She is truly selfless and always seeks opportunities to help others. Nichole is a founder and board member of the Lori Peterson Foundation, a nonprofit dedicated to funding scientific research, education, treatment and advocacy for pancreatic cancer. Pancreatic cancer hit home for Nichole when her mom, Lori, passed away from the disease in 2018. Nichole became dedicated to the fight against the disease in hopes that one day, no one needs to lose their loved one to pancreatic cancer again. Nichole also supports other organizations such as Phoenix Children’s Hospital Foundation, Feed My Starving Children, Cystic Fibrosis Foundation, Project 34, and Fiesta Bowl Charities. If you’re looking for someone to lend a helping hand, Nichole is your gal. She inspires everyone around her to be a better person and make a difference in the community.

**Previous Recipient**  
2022 Sam Wareham  
2020 Ben Scolaro  
2019 Sam Lowy  
2018 Kate Sitter