



Deniece Peterson, Director, Federal Market Analysis, is responsible for leading the team that provides Deltek's in-depth member-driven research and analysis of government budgets and spending, market trends, acquisition policy and legislation, and business development best practices.

Prior to her role with Deltek, Peterson was a project manager with a small market research and marketing communications federal contractor, where she was responsible for directing market research and analysis, marketing communications, and training engagements for public and private clients. In this role, she also developed and served as instructor for a government marketing training course.

With nearly 20 years of management consulting and research experience, Peterson has extensive experience in developing sales and marketing strategies for IT product and services companies. Her expertise includes performing strategic market research and competitive analysis, and developing strategic plans to assist federal IT vendors in creating an alignment of the best products, markets, customers, messaging, delivery channels and partners.

Her prior experience also includes federal market research, agency profiling, opportunity identification and proposal support as an Independent Consultant.

Peterson holds a BA in economics and an MBA from the University of Denver.