

JAST Media Appoints Brian Peterson as Chief Executive Officer to Lead the Company's Next Phase of Growth

JAST Media appoints Brian Peterson as CEO to lead the company's next phase of growth, expanding its digital transformation and AI-powered marketing services.

WILSONVILLE, OR, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- [JAST Media](#), a digital marketing and web development firm dedicated to organizations across technology, manufacturing, distribution, retail, and commercial service companies, has today appointed Brian Peterson to the post of CEO.

The appointment reflects JAST Media's continued growth and diversification into other sectors, including commercial construction and agriculture. Since joining JAST Media in 2018, Peterson has held various executive roles and has been key to expanding the firm's operations and improving client relations.



Throughout his career, Peterson has gained over 25 years of experience in digital strategy, marketing, operations, and business management. During this time, he has helped organizations, including global giants such as Nike, Microsoft, Intel, T-Mobile, and Autodesk, create superior digital experiences, engage customers, and drive business growth.

In his role at JAST Media, Peterson has helped the firm evolve its concept of digital transformation by blending website strategy, lead generation, automation, CRM integration, and AI-powered marketing into a comprehensive growth strategy. Thanks to his leadership, JAST Media has expanded its services and delivered measurable results for manufacturers, distributors, and industrial organizations operating in North America.

"Amid rapid transformations in technology and customer expectations, our goal is to help our clients develop digital systems that would enable them to gain a competitive advantage," said Peterson. "I am glad to take on the role of CEO and keep building a company that focuses on



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Yuki Conlon, President of JAST Media.

innovation, measurable results, and successful client relations."

Going forward, JAST Media plans to invest heavily in AI-powered marketing, digital transformation, website technology, and revenue-driving growth strategies. In addition, the company will extend its expertise to help organizations not only in manufacturing and industrial sectors but also in commercial construction, foundation repair, and agriculture.

"Brian has been playing an important role in shaping JAST Media's culture and strategic direction for many years," said Yuki Conlon, President of JAST Media. "Thanks to his leadership, our clients have been growing while our team has been gaining opportunities to innovate in today's highly digital and AI-driven market environment. The appointment of Brian as our CEO is a logical step to be taken."

As CEO of JAST Media, Peterson will continue collaborating with the rest of the leadership to drive company growth and develop strategic partnerships. In addition, the organization will continue helping organizations leverage technology to enhance customer experience, generate qualified leads, and ensure sustainable business growth.

About JAST Media

JAST Media is a web design and digital marketing agency based in Wilsonville, Oregon, specializing in custom-built, integrated solutions for building material manufacturers and distributors. JAST builds custom sites, B2B ordering platforms, and sales assets that turn product and marketing into measurable sales growth. Their team helps building materials brands modernize through augmented product data, AI visibility, and digital transformation, even when upgrading legacy ERP systems isn't an option. By connecting supplier ERPs to retailer sites and buyer-facing tools, JAST helps suppliers drive sales at each stage of the supply chain. JAST Media's 200+ clients represent over \$1.2 billion in combined annual sales, including 7 of the top 25 construction materials brands in the nation.

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