

Triple major aims for the big leagues in sports finance

By Elizabeth Schaible, ASU News
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Editor's note: This story is part of a series of profiles of notable [spring 2026 graduates](#).

"My No. 1 goal is to be the CFO of a professional sports team," said Ainsley Peterson, a triple-major senior graduating with bachelor's degrees in accountancy, finance and sports business from the [W. P. Carey School of Business](#) — along with a minor in special events management.

It's an ambitious goal, but Peterson, a spring 2026 graduate from San Diego, has been building toward it for years. Her passion for both sports and finance began at a young age, shaped in part by her family's influence.

Earning three degrees is no small feat — especially as a Moeur Award recipient, an honor recognizing Peterson's 4.0 GPA across eight consecutive semesters. Beyond academics, she has built an extensive resume: working as a student employee with Sun Devil Athletics, interning with both the Arizona Cardinals and the Arizona Diamondbacks, and leading as president of the [Student Alumni Association](#) (SAA).

Peterson joined SAA after attending her first-year turnaround trip, inspired by the organization's mission of fostering school spirit, pride and traditions. Since then, she has taken on a variety of leadership roles, including Game Day intern and director, vice president and now president in her senior year.

"It's so cool to be hands-on with a lot of the traditions. People will hear about Echo From the Buttes or Lantern Walk or turnaround trips, and while they may participate, I think it's great to say you've helped out with these major ASU traditions. It helps you be such a passionate Sun Devil," she said.

Despite the challenges and, at times, overwhelming pace of balancing academics and involvement, Peterson has come to appreciate the strength of the ASU community and how it has pushed her to excel.

"Professors are so approachable and understanding — even friends in clubs — everyone wants to help you succeed. It really takes a village. But it's important to be a villager, too. Being there for your friends and helping out is important," Peterson stated.

That sense of community is reflected in her wide-ranging involvement, from Sun Devil Athletics and her sports internships to SAA and Alpha Kappa Psi, a co-ed business fraternity focused on networking and professional development. She serves on the pledge committee, helping ensure a strong foundation for future members after she graduates.

“I don’t feel like any of my time here was wasted or that I missed out on anything,” she said.

After graduation, Peterson will continue her maroon and gold journey at the W. P. Carey School of Business, where she plans to pursue a master's degree in finance on the corporate finance track.

Question: What was your “aha” moment when you realized you wanted to study the field you majored in?

Answer: My grandma worked in finance years ago. When I was little, she would take me to her office, and I remember riding up the escalator from the Starbucks in the basement of her huge office building, looking around and being inspired. I think I always knew I wanted to do finance because of her, and then finding out that it’s needed in sports — I found what I wanted to do.

Q: What’s the best piece of advice you’d give to those still in school?

A: Getting involved is one of the best things you can do, and it’s also a great way to make friends. Your time here flies by. I hate that some people will look back and think, “I wish I did more.” The only one who can change that for you is you. Say yes, join clubs, get an on-campus job — you don’t want to have any regrets when you’re walking across that stage.

This story originally appeared on [ASU News](#).

Main image



This May, Ainsley Peterson will graduate with bachelor's degrees in accountancy, finance and sports business. Photo courtesy of ASU Alumni Association

Text image(s)



Ainsley Peterson poses for a photo with Sparky at the Student Alumni Association's annual Echo From the Buttes event. Photo courtesy of ASU Alumni Association