

## Résumé

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PETER LLOYD INC.  
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PETER @ GOCREATE.COM

### Overview

More than 20 years of creative leadership in the development of innovative revenue-generating ideas, products, and processes for a wide variety of leading companies.

### Experience

**President, Peter Lloyd Inc. (PLI)** Since 1990  
Provide writing, idea generation, web content

### PLI Clients

Charmin, Puffs, Heinz, Mars, Baxter Healthcare, Futuro, Iams, Mead Johnson, Borden, Stouffer's, Victoria's Secret, Hallmark Cards, Xavier University, F&W Publications, HOW Magazine, Premenos Software, CCI/Triad, Online Computer Library Center, Union Institute, South-Western Learning, LPK, BrandStorm, WonderGroup, Marco Polo Explorers, Of Course Inc., Stillpass Honda, Fisher Design, Contemporary Arts Center, Cincinnati Symphony Orchestra Since 1990

### Employment

**Innovation Activist, BrandStorm** 2000-2001

- Developed and installed online brainstorming process resulting in very profitable new-business revenue stream
- Developed and installed new-product-development process resulting in new business
- Clients: P&G, Campbell, Humana, Scotts, Iams, LensCrafters, Nestlé, Fisher-Price, Georgia Pacific, KeyBank

**Chief Creative Officer, WonderGroup** 1999-2000

- Installed online brainstorming process resulting in new business
- Installed new-product-development process resulting in new business
- Clients: Kodak, General Mills, Heinz, Coleman, Elmer's Glue

**Creative Director, Tepe Hensler Westerkamp** 1989-1990

- Directed creative department of four
- Swept local Addy Awards, 1990
- Clients: Cincom, Hill-Rom, Hillenbrand, Batesville Casket

• **Associate Creative Director, Sive/Y&R** 1984-1988

• **Copywriter, Fahlgren & Ferriss** 1982-1984

• **Public Relations Account Executive, Sive/Y&R** 1977-1982

### Education

Mt. St. Joseph's College  
University of Cincinnati College Conservatory of Music  
Xavier University

### Et Cetera

For publications, inventions, and more details, please visit [peterlloyd.com](http://peterlloyd.com).