



PETER LLOYD INC.

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## Résumé

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### Overview

More than 30 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 new-product development, problem solving and writing

### PLI Clients

LPK, Brandstorm, WonderGroup, Liaison Marketing Communications, IdeaConnection, Marco Polo Explorers, South-Western Learning, Stillpass Honda, Contemporary Arts Center, Cincinnati Symphony Orchestra

### 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