

Creativity / Commerce / Culture

Fall 2010



VCU Brandcenter Friday Forum

Sept. 17 / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

Peter Yesawich Jr.

Chief Digital Officer / Head of Digital Strategy / Interactive Creative Director / Exopolis



Peter wears many hats at Exopolis, serving as Chief Digital Officer, Head of Digital Strategy, and Interactive Creative Director. Exopolis Headquarters are located in Austin, Texas, and it boasts offices in New York City, Los Angeles, and Chicago. Prior to joining XO Peter has recently worked with Venables, Bell & Partners and Evolution Bureau in San Francisco as well as multiple agencies in the US. Peter also currently works with Goodby, Silverstein & Partners developing their BetaXY program. Previously, Peter was the Vice President of full-service digital agency FL2 in Denver, Colorado and the Director of Interactive for TBWA / Integer / Karsh & Hagan.

Peter has worked on clients such as Audi, eBay, Microsoft, Rhapsody, Hilton International, Hard Rock Hotels & Casinos, Porsche, the country of Costa Rica, Wrigley family of brands and many, many more. He is a frequent public speaker as well as teacher/guest lecturer at University of Denver, University of Oregon, University of Southern Mississippi, the Art Institute of Colorado, and Boulder Digital Works at Colorado University. He was educated at Yale University, University of Denver Daniels College of Business, and the Art Institute of Colorado.

Topic / The Future & Possibilities Within Digital Marketing and Advertising

Descriptor / Peter will present emerging technologies, trends and insights as they relate to digital creativity in marketing and advertising. Additionally, Peter will discuss the necessity for agencies to make commitments on becoming more integrated problem solvers that will drive value for both brands and agencies in the future.