

## PETER ECONOMIDES

Peter was born in South Africa.

He grew up in Johannesburg and studied at the University of Cape Town.

After a stint at Pepsi-Cola as Advertising and Promotions Manager, he joined McCann-Erickson South Africa as an Account Executive in 1979. He was soon promoted to Account Director and Alternate Board Director.

Two years later he was transferred to McCann-Erickson Hong Kong as Regional Account Director for South East Asia.

He moved to Athens as CEO of McCann-Erickson Greece in 1983. Under his leadership, the agency grew significantly - in size and reputation - winning the first prize ever awarded to Greece at the Cannes International Advertising Festival, for a campaign created for Campari.

In 1992 Peter was appointed CEO of McCann-Erickson Mexico and Senior Vice-President of McCann-Erickson Latin America.

In 1995 Peter moved to McCann-Erickson Worldwide in New York as Executive Vice President, Worldwide Director of Client Services, primarily responsible for the management of the \$1,8B Coca-Cola global advertising account.

In 1996 he joined TBWA\Worldwide as Head of Global Clients - responsible for the agency's global business including Absolut Vodka, Beiersdorf, Henkel, Nissan and Sony PlayStation.

In 1997 Peter was involved as TBWA management lead on the rebranding of Apple Computer following the return of Steve Jobs. Result was the legendary 'Think different' campaign which re-established the Apple culture and became the foundation for Apple's emergence as the world's most valuable company - ever.

In 1999 he returned to Athens as Regional Director for Eastern Europe.

He left TBWA in 2003 to establish Felix BNI, a global brand consultancy based in Athens.

Felix BNI has worked on a broad range of clients including Coca-Cola, Dr, Martens, Heineken, Oceanco, National Bank of Greece, Pernod Ricard, Philip Morris International, Seychelles Tourism and many others.

Following his talk on Rebranding Greece in November 2011, Peter was named as one of the world's *'Ten Most Influential Greeks'* by the publication Greek Reporter in the USA.

In 2015, he was honoured with a Lifetime Achievement Award by the American Hellenic Council. At the same time, his work was recognised in three citations from the US Congress.

In 2018 Peter was awarded the Members' Award of Excellence by the Propeller Club of Piraeus *'for promoting a contemporary vision of Hellenism, providing hope and inspiration for Greeks everywhere.'*