

## Peter Salvatore Petralia

US Citizen with Canadian Permanent Residency  
2336 Wall Street, 310 | Vancouver, BC | V5L 1B7 | Canada  
604 363 9181 | peterspetralia@gmail.com

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### Profile

Expert problem solver, strategist, team leader, and marketer with a track record of accelerating growth for businesses from startups to Fortune 50 global corporations. Deep expertise in marketing, digital transformation, corporate strategy, and change management. Significant global experience across a diverse set of industries.

Core Competencies:

- Digital Marketing & Product
- Facilitation & Conflict Resolution
- Change Management & Coaching
- Corporate Strategy & Planning
- Go-to-Market and Product Strategy
- Agile & Lean Processes

### Professional Experience

#### **MODERN CRAFT**

2017-Present

*A boutique marketing consulting firm known as the trusted partner for customer obsessed leaders.*

#### **Managing Partner, Vancouver, BC**

Responsible for leading the firm while servicing the needs of senior marketers, their teams, and the c-suite executives they partner with on solving the toughest business problems with pragmatic solutions. Highlighted activities included:

- Lead work with Destination Canada, Destination British Columbia, and Tourism Vancouver to develop corporate strategies, define operating models, come to consensus on major change initiatives, roll out new processes, and to design new marketing and digital strategies.
- Created go-to-market strategies for new products launched by OneGoal, Teach to One, Teach For America, and JDRF.
- Developed and managed marketing campaigns for JDRF, OneGoal, and Teach to One
- Developed a people development plan based on the work of James Clear for use by clients and at Modern Craft.
- Co-created brand strategies for Attuned Education Partners, Freybe, Teach to One, and the Opportunity Trust.
- Led content strategy, digital strategy, growth strategy, and product strategy for Teach for America.
- Rolled out new Agile processes at Teach For America, Destination British Columbia, and Destination Canada.
- Developed and delivered a digital marketing curriculum for employees and led the selection and cost-benefit-analysis for the MarTech stack at Scholastic.
- Developed a conversion rate optimization approach and a new web strategy for Avalara.

- Conducting executive collaboration training, led influencing workshops, and analyzed the marketing operations function and recommended a new model at Hootsuite.

## **SULLIVAN**

2016-2017

*Brand engagement agency.*

### **Managing Director, Digital, New York, NY**

Led the growth of digital revenue from less than 10% of annual revenue to nearly 35% of firm revenue in one year. Highlighted activities included:

- Establishment of a full-stack digital team inclusive of designers, writers, developers, business analysts, and project managers.
- Delivered complex web projects for Brown University, Duke University's Fuqua School of Business, The Institute for Functional Medicine, and Crown Castle.
- Developed a Google Cardboard experience and a thought leadership platform for TwoSigma.
- Developed multi-channel digital campaigns for Merrill Lynch, American Express, TD, WIC, Baker Tilly, Crown Castle, Sunesys, and Business Wire. Work included a combination of product and digital strategy, event strategy and execution, website development, campaign development, and content marketing.

## **HUGE**

2015-2016

*Creative-led digital agency.*

### **VP, Program Management, Brooklyn, NY**

Led two marquee client workstreams and managed a P&L of numerous smaller clients. Highlights included:

- Led a cross-functional team developing a new digital product for high-net-worth clients of Credit Suisse; this work included teams in Zurich, London, Singapore, New York, and Los Angeles.
- Relunched the new HP, Inc brand as part of the split with HPE for its employers and; this work consisted of digital, print, video, and live events in over 60 countries around the world.
- Led the development of a new website for McKinsey.

## **VALTECH**

2014-2015

*Global agency headquartered in France.*

### **Director, Project Delivery and Quality, New York, NY**

Established the project management, product management, business analysis, and quality assurance disciplines for a French agency seeking to scale their business to the US. Successfully pitched work for Wegmans, Bayer CropScience, Hyatt, Chanel, and L'Oreal. Work included product management, business case development, brand marketing, ecommerce, website development, marketing strategy, and complex technical projects. Managed a team of 20.

**BLAST RADIUS**

2013-2014

*Boutique digital agency based in Vancouver, CA.*

**Director, Project Services, New York, NY**

Established the project services discipline in New York, with a team of 12 project managers. Led the Bonfish Grill account and worked on Land Rover, Novartis, Pfizer, and A&E Networks. Work included social programs, digital marketing, product development, and platform optimization.

**RAZORFISH**

2004-2007, 2012-2013

*The first global digital agency.*

**Program Manager/Director, New York, NY – 2012-13**

Operationalized two of the largest accounts: Uniqlo and State Farm. For State Farm, I led a team responsible for rethinking the Life Insurance line of business, creating a responsive, commerce-enabled product website. For Uniqlo, I led the development of marketing content and a redesign and re-platform of their ecommerce site.

**Sr. Project Manager, Project Manager, Functional Analyst, New York, NY – 2004-2007**

Started as a functional analyst (aka business analyst) and progressed to the role of Sr Program Manager. Worked on style.com, [epicurious.com](http://epicurious.com), Balenciaga, Phillip Morris USA, and the Encyclopedia of Life. Work spanned a broad array of digital marketing, content development, product development, responsive design, ecommerce, and recruiting projects.

**MANCHESTER METROPOLITAN UNIVERSITY**

2007-2012

*Large university based in the north of England.*

**Program Leader, Contemporary Theater and Performance, Crewe, UK**

Led a thriving undergraduate degree program focused on contemporary theater, including the use of technology in performance, philosophy of theater practices, practical training, and history. Revalidated the degree program through the University accreditation system. Supervised MA and PhD students.

**FREELANCE**

2002-2004

*HERE Arts Center, Heart of Brooklyn, Judd Foundation, Dixon Place – cultural organizations in NYC.*

**Development Director/Fundraiser, New York, NY**

Transferred my knowledge about brands and marketing to a freelance career raising money for non-profit arts organizations. Began by focusing on corporate and individual giving, and then began raising foundation and government funds. Raised the largest ever grants for HERE Arts Center, brought together a consortium of the largest cultural organizations in Brooklyn to deliver marketing initiatives and educational projects, raised the capital funds necessary for Dixon Place to build a new theater, and secured the first ever grant for the foundation created for the work of the late artist Donald Judd.

## HYPERSPACE COWGIRLS

1999-2002

*Video game development company focused on games for girls and kids.*

### **Executive Producer, New York, NY**

Began my digital career at a small software development company specializing in games for kids and girls. Primarily worked on products that were brand-centric, which allowed me to gain exposure to a wide array of brands. Ended up leading the entire organization from a business and product development perspective. Produced video games on GameBoy Color, Playstation, PC, and Web for Christina Aguilera, Barbie, Mary Kate and Ashley Olsen, Britney Spears, Stuart Little, and Cablevision.

## PROTO-TYPE THEATER

1999-2012

*International touring theater company.*

### **Founding Director, New York, NY and Manchester, UK**

While working in media, marketing, and strategy, I started a theater company that produced original works of experimental performance. I formed the company, including legal incorporations in the US and the UK, managed the finances, and hired the staff. I also wrote and produced a dozen pieces that toured the US, UK, Africa, and Europe.

## Education

### **Lancaster University, Lancaster, UK**

- PhD, Theatre Studies (focused on the relationship between experience and technology). 2010
- MA, Theatre Studies (focused on the use of audio as a primary storytelling device in theater). 2007

## Select Publications

- [The Five Pillars of a Solid Digital Marketing Strategy That Endures, in MarketingProfs, July 25 2017.](#)
- [4 Takeaways from Ad Age Digital 2016, in LinkedIn Pulse, April 29 2016.](#)
- [Why Your Brand Should Take AR Seriously...and How, in LinkedIn Pulse, March 31 2016.](#)
- [Leadership Lessons from a 25-Year Career in Experimental Theater, in Fast Company, October 2 2016.](#)
- [Reach Out and Touch Someone: Technology and the Promise of Intimacy online at http://bit.ly/RhXPjh](#)
- [Five Brief Reflections on International Live Art: Institutet and Nya Rampen in Contemporary Theatre Review, 22:1.](#)
- [Here, there and in-between: a reconsideration of rehearsal space vis-a-vis telepresence in Performance Research, 16:3.](#)
- [Reshaping Spatiality: cognitive perception and the fracturing of theatrical space, PhD Thesis, Lancaster: Lancaster University.](#)
- [The fragmented stage of Virtuoso \(working title\) in Robin Nelson \(ed\) Mapping Intermediality in Performance, Amsterdam University Press.](#)
- [Headspace: architectural space in the brain in Contemporary Theatre Review, 20:1.](#)