

**PETER GUEST**

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**PROFILE**

Specialised in communications strategy. Wide experience in the creation, execution and production of through-the-line advertising campaigns. High capacity for creative thinking. Expert communicator and presenter in English, Spanish and Catalan. Accustomed to motivating, co-ordinating and directing creative and executive teams and maintaining client relationships at top client level.

**EXPERIENCE****INTERNATIONAL ACCOUNT DIRECTOR, BCK/ALLIANCE, EUROPE: 1984–1996**

International Account Director, BCK/Alliance, Barcelona based advertising agency member of Alliance International. Responsible for the creation and execution of communication and media strategies for national and international clients. Represented the agency in the six-monthly Board meetings of Alliance International, taking part in the promotion of new business and development of the business strategy. Responsible for the selection and training of account department staff.

**COMMUNICATIONS CO-ORDINATOR, GLOBAL COMMUNICATIONS GROUP, EUROPE: 1992–1996**

Co-ordinator of the Global Communications Group, providing BCK/Alliance clients with through-the-line communication services; advertising, direct marketing, promotions, public relations, graphic design and corporate design. Responsible for the creation, presentation, co-ordination and execution of integrated marketing communications and budget control.

Clients: Nestlé, Samsung, Fruit of the Loom, Pierre Fabre, Hoechst, Lucas Automotive, Milupa, Melkunie, Productos del Café (Brasilia y la Estrella) among others.

**CREATIVE AND STRATEGIC DIRECTOR, EXCELLENCE SPAIN, BARCELONA, BALEARIC ISLANDS: 1998–2001**

Definition of strategy, content, creative writing, production control and promotion of webs for Excellence Spain, S.L

**REGIONAL VICE-PRESIDENT, McGRATH AND ASSOCIATES, SPAIN: 2001–2005**

Regional Vice President en McGrath & Associates, Management Consultants. Responsible for presentation, negotiation, contracting and co-ordination of management consultancy services at top client level. Responsible for tele-marketing strategy, scripts, selection, training and management of staff.

**ZELIG COMMUNICATION, SPAIN: 2005–2008**

Definition of strategy, creative content, control and production of communication campaigns for: Fit4Ever, Gremi d'Editors, Expoagua Zaragoza 2008, Saló del Llibre de Barcelona, Ajuntament de Gavà, Publicacions de l'Abadia de Montserrat, Fundació Carrulla, Liber, Associó d'editors en llengua catalana

**COMMUNICATIONS CONSULTANT: 2008–**

Definition of strategy, development of creative content, control and production of communication campaigns for local and international clients. Localisation and translation of creative campaigns, websites and corporate documents. Preparation of promotional plans and materials.

**CLIENTS:**

Accenture, Nestlé, Samsung, Fruit of the Loom, Laboratorios Pierre Fabre, Grupo Hoechst, Lucas Automotive, Milupa, Melkunie, Productos del Café (Brasilia y la Estrella) Taurus, Fit4Ever, Gremi d'Editors, Expoagua Zaragoza 2008, Saló del Llibre de Barcelona, Ajuntament de Gavà, Publicacions de l'Abadia de Montserrat, RTM Hotels, Foment de Turisme de Menorca, Libros Cúpula, Grupo CEAC, Juve i Camps, Closure Systems International. Enoturisme del Penedès, Attestia Daesenso, Chefaro, Hager Systems.

## **QUALIFICATIONS**

Escuela Oficial de Idiomas, Barcelona – Degree in Pedagogy of English  
EADA, Barcelona – Conceptual Marketing,

## **OTHERS**

Dale Carnegie course,  
Royal Yachting Association Coastal Skipper  
Patrón de Vela y Motor, Dirección General de la Marina Mercante

Expert user of Windows 2000, Windows XP, Vista, Office 2008, Adobe CS3, Macromedia Dreamweaver Suite MX. Mac os x 5. iWork, Maxbulk mail...

## **HOBBIES**

Cruiser Sailing (two technical books on boat repair, sailing and navigation techniques translated into Spanish for Grupo CEAC)

Acoustic Blues music (several recordings and live performances made with national and international artists)

Classical Tibetan language (Post graduate studies in Classical Tibetan in Pompeu Fabra University)

## **REFERENCES**

Jaume Armenter  
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