

**Peter Hempel**  
**President, DDB New York**

For over two decades in numerous product and service categories, and on both sides of the Agency and Client desk, Peter has developed a strong track record in building brands across a broad spectrum of industries – automotive, packaged goods, travel, financial services and fashion retail.

Peter's career in marketing began at DDB in an office adjacent to the one he occupies today. Fresh from Business School, he was a member of the DDB MBA trainee program. He spent the next three years applying his skills to help build many brands in the H.J. Heinz family. He also mastered the ability to bring brands creative work that equaled the products in terms of quality, utility and inspiration. His first work in print, for example, garnered a Kelly Award for creative excellence.

In 1986 Peter joined Newsweek, Inc., where he led the launch of new products. Seeing the need to establish publications for specific demographics and to help gain share of emerging readers, Peter oversaw the creation of Newsweek Silver and the development of Newsweek on Campus.

Peter spent the next 14 years at Lowe & Partners, where he rose to serve as the company's Executive Vice President, General Manager. During his tenure, Peter rolled-out the Courtyard by Marriott business from a fledgling brand to a \$2 billion global lodging player. The "Never Underestimate..." campaign won more than 30 awards including a Gold Lion and contributed to the brand being recognized as Best Hotel Chain. For Ralston-Purina, Peter led the strategic assessment and expansion of Purina into the super premium segment. As a member of the client's two-year Portfolio Project, Peter helped to articulate the positioning of the entire Ralston-Purina corporate offering, providing strategic brand direction and corporate planning while also charting a road map for expansion. It was while at Lowe that Peter first met and began working with Lee Garfinkel in 1994.

In 2001 Peter joined Gap to serve as EVP, Head of Marketing. As a member of the Executive Council Leadership Team, Peter was responsible for the marketing, planning and deployment of the Gap brand around the world, creating successful integrated marketing programs including the celebrity-based campaign that reversed a negative brand equity slide. The celebrated "for every generation®" campaign reconnected consumers – across all the Gap brands – with Gap's universal style that is both classic and ageless: an icon of American fashion and culture. Peter has parlayed his Gap experience into numerous work engagements with both established and emerging specialty retailers as they work to provide fresh product to an ever increasingly discerning shopping market.

Peter rejoined DDB in 2004 and now serves as President. In addition to running the day-to-day operations of the agency, he is busy with its important clients, management issues and new business development.

A native of San Francisco, Peter holds an MBA from Columbia University and an A.B., Magna Cum Laude from Harvard University.