

PETER BUCK 

HUMANIZING AN AI-DRIVEN WORLD.

I help organizations remain culturally relevant and emotionally meaningful in an age of automation by creating brand experiences that deepen human connection, inspire participation, and drive long-term value.

EXECUTIVE PROFILE

Award-winning Chief Creative Officer and Executive Transformation Leader with 20+ years of experience helping global brands evolve through creativity, culture, experience design, and AI-enabled innovation.

Proven track record driving brand transformation, operational modernization, business growth, and culturally impactful customer experiences across automotive, technology, healthcare, entertainment, luxury, and consumer sectors.

Recognized for integrating strategic leadership, human-centered creativity, storytelling, and systems thinking to build emotionally relevant brands, adaptive organizations, and future-facing customer experiences for Jaguar Land Rover, Red Bull, Archer Aviation, Philip Morris, P&G, and Diageo.

CORE COMPETENCIES

Creative Transformation Leadership | AI-Integrated Innovation | Brand & Experience Systems | Customer Experience Strategy | Human-Centered Innovation | Integrated Marketing Ecosystems | Operational Transformation | Experiential & Cultural Marketing | Strategic Storytelling | Creative Operations | Cross-Functional Leadership | Business Development | Strategic Partnerships

PROFESSIONAL EXPERIENCE

Founder & Chief Creative Officer — Kill Dull™

2026–Present

- Founded an independent institution for improving human judgment around the ideas and decisions that shape brands.
- Built INTERROGATE, an AI-assisted tool that tests creative work against 10 principles of effectiveness. Judgment stays human.

Chief Creative Officer (CCO) – Riester Advertising & Riester RX

2022–2026

PHOENIX, LOS ANGELES & PARK CITY UT

- Repositioned the agency around an AI-integrated creative and strategic framework branded as “Everything Creative.”
- Led multidisciplinary teams across strategy, creative, production, and performance marketing.
- Implemented AI-enabled workflows accelerating ideation, production, optimization, and operational efficiency.
- Delivered award-winning integrated campaigns exceeding KPI benchmarks and contributing to 50+ industry awards.
- Directed brand transformation initiatives across healthcare, public sector, and environmental campaigns.

Co-Founder & ECD – MeClub (Mobile Engagement & Community Platform)

2018–2021

LOS ANGELES, PALO ALTO

- Developed a community-driven engagement and participation platform with IRL storytelling and digital experiences.
- Built human-centered interaction models connecting culture, technology, loyalty, and brand engagement.
- Helped shape the platform’s strategic positioning, creative direction, and experiential engagement framework.

Entertainment Consultant & Creative Collaborator

2019–Present

LOS ANGELES

- Developed branded entertainment concepts with showrunners and production partners.
 - Supported IP development, creative strategy, audience engagement, and market positioning.
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Executive Creative Director (ECD) & General Manager – Spark44

2015–2019

LOS ANGELES, NYC & TORONTO CA

- Helped scale the global Jaguar Land Rover agency model across North America.
 - Contributed to Jaguar becoming the fastest-selling automotive brand in the U.S. according to Bloomberg.
 - Increased Land Rover test-drive submissions by 96.1% while supporting record monthly sales performance.
 - Directed integrated campaigns spanning CRM, influencer marketing, retail, digital ecosystems, and experiential marketing.
 - Secured and launched new business accounts including Master & Dynamic and Eight O'Clock Coffee.
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Executive Creative Director (ECD) & Partner – Kastner & Partners

2011–2015

LOS ANGELES & LONDON UK

- Helped transform the agency into a multidisciplinary communications and experience-led business.
 - Led large-scale experiential initiatives across sports, music, gaming, and cultural platforms for Red Bull.
 - Directed immersive live experiences, athlete partnerships, event ecosystems, influencer engagement, fan participation, digital storytelling, branded entertainment, CRM integration, and experiential content production.
 - Led global campaigns for Red Bull product innovations and brand initiatives.
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Creative Director (CD) & Brand Group Leader – Leo Burnett

2003–2011

FRANKFURT GERMANY

- Led multinational creative relationships for Philip Morris, P&G, and Diageo.
 - Managed multidisciplinary creative teams and contributed to multiple successful international business pitches.
 - Consistently achieved top client satisfaction ratings through strategic creativity and innovation-focused problem solving.
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SELECTED ACHIEVEMENTS

- Integrated AI into creative workflows to improve operational efficiency and accelerate campaign development.
 - Developed campaigns recognized by Facebook and Google as best-in-class social marketing case studies.
 - Led public sector and healthcare campaigns focused on democracy, climate change, sustainability, and public health.
 - Spoke on television and industry panels about creativity, innovation, and the future of brand communication.
 - Won 150+ international industry awards including D&AD, One Club, ADC, New York Festivals, AAF, and Effies.
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EDUCATION & PROFESSIONAL DEVELOPMENT

- The Business of Creativity – Sir John Hegarty | 2023
 - Mini MBA in Marketing – Mark Ritson | 2021
 - Early career experience across Hamburg, Düsseldorf, and London with international agency networks including BBDO, FCB, McCann Erickson, Publicis, Jung von Matt, Springer & Jacoby, and Syzygy.
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