

EDGARS PĒTERSONS

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STRATEGIC PLANNING, BRANDING AND MARKETING CONSULTING

- Branding: brand and marketing strategies, brand audit, brand concepts
- Communication: creative and campaign strategies, communication tactics
- Business consulting: trend identification, research, brainstorming sessions, product concepts, processes of change.

- 2015 – ongoing **WKND**, advertising and strategic agency, founder and strategic planner
- Responsibilities include the development and management of the agency's business. The company is rated by the Financial Times and recognized as one of the 1000 fastest growing in Europe in 2019. Major projects are related to brands like Bite, Virši, Madara Cosmetics, City of Liepāja and others Latvian and Baltic leading brands in the market.
- 2019 – ongoing **PATTERN CONSULTING**, business consulting agency, founder and senior consultant
- Responsibilities include business development and management. Consulting projects have been carried out for such companies and organizations as Printful, Latvian Fund for Nature, Merks, Rimi. The projects were carried out in several markets such as the USA, Great Britain, Germany, France, Spain, the Baltic States and Scandinavia.
- 2011 – 2014 **DDB LATVIA**, Director of Strategic Planning
- Responsibilities included development and management of the strategic planning team as well publicity events of the agency - The top of Latvia's Most Beloved Brands, Champion's breakfast, etc. The biggest projects are related to the brands LMT, Maxima, Nordea, airBaltic, Audi and others brands in Latvian and Northern European markets
- 2010 – 2011 **TBWA \ LATVIA**, Director of Strategic Planning
- Responsibilities included the implementation of strategic plans in the agency's processes, as well as the acquisition of international methodology. The largest projects are related to the brands McDonald's, Lattelecom, Nordea, If, BMW, Tuborg, Absolut and other brands in Latvian and Baltic markets.
- DDB LATVIA**, Strategic Planner
- Responsibilities included educating the agency team on strategic planning and maintaining the brand assessment and lifestyle study for DDB Brand Capital. The largest projects were related to the brands Swedbank / Hansabanka, LMT, OKarte, Zelta Zivtiņa, Statoil and others.

EDUCATION

- 2009/2010 **ERASMUS UNIVERSITY ROTTERDAM** (unfinished)
- MSc Economics and Business, specialization in marketing (average grade 8.4 / 10)
- 2004 – 2007 **STOCKHOLM SCHOOL OF ECONOMICS IN RIGA**
- BSc in Economics and Business Administration