

**MYLES PEACOCK**  
**Chief Executive Officer, Global**



Myles Peacock heads CreativeDrive's global executive team's strategy, client service and performance offerings, continuously seeking to simplify the content creation cycle for the benefit of clients and brands.

Under Myles's leadership, CreativeDrive has gained industry recognition as a new business model that is challenging the advertising agency status quo with content ideation, creation, and production that is best of class yet easy, agile and affordable. CreativeDrive ideates, produces and delivers high-quality content quickly, at a massive scale, in any language across any channel or trend.

CreativeDrive's collective of artists has quickly grown to include over 1,000 talented photographers, filmmakers, motion graphic designers, app developers and many other creators, makers and doers.

Myles joined CreativeDrive from eg+ Worldwide, Omnicom's global implementation and production agency, where he was President, Americas, Global Brand Leader and original Worldwide COO and Co-Founder. He grew up in the United Kingdom, and for the last 20+ years has been living and working across Europe, North America and Asia - on the client side, within Agency holding companies as well as Independent production networks. He is passionate about innovation and is always looking for new ways to simplify the content creation cycle for the benefit of clients and brands.