

PETER SHORT
Chief Executive Officer, APAC



As APAC CEO, Peter is responsible for the growth, development and performance for the group in Asia Pacific. Peter started his career as a commercial artist and photographer. Peter has been a part of the evolution of traditional creative and content production services. With a passion for global infrastructure and technology, he has spearheaded the conversion of repetitive and manual processes into time saving solutions that improve productivity and efficiency. Having worked in creative establishments in Asia for over 25 years, Peter has an in-depth knowledge of local & regional market requirements.

Prior to joining CreativeDrive Peter was Managing Director for Prodigious Singapore, Publicis Groupe.