

## PETER SHIER

President & Partner  
Naked Creative Consultancy



Peter is a graduate of the Cornell University School of Hotel Administration and spent many years working in the restaurant business before venturing out into the world of marketing and advertising, eventually becoming a partner/owner of Naked Creative Consultancy, a mid sized communications firm located in downtown Toronto. Clients include The Globe and Mail, CIBC, Ancestry.ca, Auto Trader and other well established brands.

Sandwiched in between his restaurant and marketing careers he also spent 6 years playing professional hockey in North America and Europe where he learned some very valuable food and beverage lessons. He learned that Swiss wine is very under rated, that in Finland every food you eat has something to do with fish and that in Austria, a fine schnitzel is a true gift to the world. He also discovered that in Oklahoma City, slow cooked ribs can be the size of a banana and that ‘howdy y’all’ is a nice Canadian like way to greet people.

Peter teaches brand strategy at OCADU, sits on the board of The Canadian Concussion Project, mentors students about marketing and advertising, plays hockey 3 times a week and is a decent, supportive father to his 3 kids and very tolerant wife.