

Peter Agiovlassitis

The Speaker

As the go-to media specialist at Ketchum, Peter combined his media, advertising and account service skills to move businesses forward to build awareness and conversion. He is a seasoned Toastmaster, a finalist in the 2015 Toastmasters District 37 Humorous Speech Contest and recognized as one of the Top Ten Funniest Toastmasters in North Carolina. Peter joined Toastmasters in 2009 and was a founding member of Heart of Cary Toastmasters and eventual President. He was acknowledged as a Distinguished Toastmaster in 2020 by Toastmasters International. Peter parlayed an advertising career, which started in 1981 with Grey Advertising in New York City, with his love for speaking. His clients are a who's who in fortune 500 companies, including Audi, Procter & Gamble, Royal Caribbean, Revlon, Warner Bros. Pictures and Canon Cameras.



The Person

Peter grew up on the rough and tumble streets of Brooklyn, New York, which allowed him to hone his negotiating skills at an early age - or, as he puts it: "I learned to run very fast." Community involvement is important to Peter. He is a certified soccer referee and was the head soccer

coach for his kids when they started playing soccer. A former Eagle Scout, Peter graduated with a BA from the University of Dayton in 1981. When he isn't speaking or consulting, he loves to spend as much spare time as possible with his wife Jeanann and their daughter Morgan and son Tyler. Peter enjoys an occasional round of golf and spending time with his children because Jeanann won't let him skydive. Peter's Twitter profile says this: Husband, Dad, business developer, marketing executive, speaker, volunteer and cool dude.

The Author

Inspired by his family, *The Courage Book* was born out of love, devotion and encouragement. As a writer, Peter's outlook is that life is so much brighter when we focus on what truly matters. The words he writes are genuine and from the heart. He believes your life unfolds in proportion to your courage. Whether he is writing about leadership, marketing or getting unstuck, Peter is an author who will motivate you to go one step higher by realizing the first step toward getting somewhere is to decide that you will not stay where you are. Peter's writing style is personal and unpretentious. As an author, he supposes the worst thing you write is better than the best thing you didn't write. His writing goal is simple: "I hope someday to write something worth plagiarizing."

The Consultant

Peter Agiovlassitis creates and executes integrated marketing campaigns focusing on new customer acquisition, expansion and client retention. Holding leadership roles at top advertising agencies, he possesses client-side experience with Fortune 500 brands. Specialties include marketing planning and strategy, campaign leadership, account management, media strategy, sponsorship activation, new business development, negotiations and bilingual programs. In the world of advertising and marketing, where you are only as good as your last great idea, Peter has built a long-term career in media by continually bringing solutions to complex problems in the media landscape. Negotiating is not just a job for Peter, it's a way of life. "You have to practice it every day, in all situations. You get what you ask for, and if you don't ask for it, you probably won't get it."