

Peter Agiovlassitis

The Speaker

Peter is a veteran advertising media buyer possessing experience with Fortune 500 brands and has negotiated over \$1 billion with TV, radio, and print networks. In 2022, Peter established "Peter A Speaks" and is on the road delivering keynote presentations, leading workshops, and training groups, associations, and corporations. Peter served three years on the Board of the National Speakers Association, Carolinas Chapter, receiving the "Rising Star Award" and the "President's Award." He is on year number two serving on the Board of the charitable Gilliland Foundation as Marketing Chair. Peter is also a member of Born Toastmasters and received his Distinguished Toastmasters Award in 2020. Peter presented his first TEDx Talk at TEDxApex in Apex, NC, in April 2024.



The Person

Peter is the only child of Greek and Cuban immigrants and grew up speaking Spanish at home. He learned to speak English from his best friend, the television. 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." Peter, an Eagle Scout, graduated with a BA from the University of Dayton. After graduation, Peter parlayed an advertising career, which started at Grey Advertising in New York City and continued for 30+ years at several major ad agencies. When he isn't speaking or consulting, he continues to volunteer for several organizations and loves spending as much time as possible with his wife, Jeanann; daughter, Morgan; and their son, Tyler (who lives in New Zealand).

The Writer

During his advertising career, Peter spent a great deal of time doing research as a media buyer. He has always enjoyed researching target audiences using demographic and psychographic research resources. This skill has always helped him as a writer, where he can combine storytelling with actual research data to frame his theories. Researching the topic of "The Generations", it inspired him to write a book about it. Peter truly believes that to collaborate with others, you must find common ground and not focus on differences. From this concept, he developed a framework on which the book is based. His writing goal is simple: "I hope someday to write something worth plagiarizing." The target release date of the book is early 2025.

The Consultant

Having held leadership roles at top advertising agencies in New York & the Southeast, Peter still creates and executes integrated marketing campaigns focusing on new customer acquisition, expansion, and client retention when called upon. However, his business has shifted towards workshops and training for corporations and associations. His "Bridging the Gap: Unlocking the Power of Collaborations between the Generations" workshops help companies deal with a major problem in today's workplace: their inability to effectively communicate between generations. Avoiding this prevalent issue can result in decreased productivity, increased conflict, and high turnover." Peter's program and training brings awareness to the problem and solutions on how to Bridge the Gap.

[pronounced ah-gee-oh-VLAH-cities]