

# Access to Experts



**Peter Gerber** , Director, Global Brand & Communication Content Management , Eaton

In September 2006 Peter Gerber joined Eaton Corporation based in Cleveland, Ohio, as Global Brand Management and Communications executive responsible for the strategic positioning of the Eaton brand and its product lines, related B2B marketing and communication programs as well as most recently for building and managing Eaton's enterprise-wide communications content strategy and system, and leading the creative development and implementation of Eaton Experience Centers around the globe.

Prior to assuming this position he was the director of global corporate brand strategy & management and GM brand identity & design for General Motors Corporation in Detroit. Before moving to Detroit in 1999 Gerber was the director of international motor shows & exhibitions for General Motors Europe in Zurich, Switzerland, where he established an industry benchmark in the field of brand experiences and event marketing.

Gerber has held a variety of other brand marketing and communication positions at GM Europe, including corporate communications & advertising, brand identity creation, event marketing and retail design for the brands Opel, Saab, Cadillac and Chevrolet. Prior to GM Peter was Creative Director at Orell Fuesli Graphics in Zurich, Switzerland, and Art Director at Michael Hughes & Associates in Toronto, Canada, serving clients across a wide range of industries.

An authority on branding and branded experiences, Peter is renowned as a passionate speaker at conferences throughout the world, including The Conference Board, International Quality & Productivity Center/IQPC, International Public Relations Association/IPRA, Direct Marketing Association/DMA, and Advertising Research Foundation/ARF.

Mr. Gerber received his B.A. from the University of Zurich, Switzerland. He is a member of the Conference Board's Council on Corporate Brand Management and serves on the board of directors for Actors' Summit, a professional theatre company based in Hudson, Ohio where he and his wife reside. A permanent resident of the United States and native of Switzerland Mr. Gerber speaks English, German and French.

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