

## Access to Experts



**Peter Cuneo**  
Former Chief Executive Officer  
Marvel

Peter is the Managing Partner of Cuneo Capital Partners. He is a recognized leader in business turnarounds. He has completed seven turnarounds of distressed branded businesses in the global media and consumer products sectors since 1983. From 1999 to 2009, Peter played a lead role in the turnaround of Marvel Entertainment Inc. (NYSE - MVL). As President and CEO, he led Marvel, post bankruptcy, to a prominent position in the entertainment industry. He then served as Vice Chairman of the board, providing active leadership as Marvel grew to one of the world's leading entertainment brands and culminating in its \$4 billion sale to Disney at the end of 2009. Peter had served as a senior advisor to a large distressed and special situations hedge fund. He was involved with the firm's private investments and portfolio companies in the consumer, entertainment and media sectors and co-invested in select companies including West World Media and Unifund.

Previously, Peter was President and CEO of Remington Products Company. He joined the company as it was near bankruptcy and, in less than four years, executed a successful turnaround of the business and facilitated its sale to private equity investors. Peter has also served as President of the Security Hardware Group of Black & Decker Corporation, President of Bristol-Myers Squibb Pharmaceutical Group in Canada and President of the Clairol Personal Care Group. After earning his undergraduate degree, Peter served as a Lieutenant in the U.S. Navy during the Vietnam War. He has substantial experience as a board member of a variety of public and private companies such as Marvel Entertainment Inc. (NYSE - MVL), Iconix Brand Group (NASDAQ - ICON), West World Media (Private), WaterPik Technologies Inc.

(NYSE - PIK) and Remington Products Company (Private). Peter currently sits on the board of the National Archives in Washington, DC. He received his M.B.A. from Harvard Business School and holds a B.S. in Glass Science (Ceramic Engineering) from Alfred University, where he has served on the Board of Trustees since 1990, currently as its Chairman.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

[www.conference-board.org](http://www.conference-board.org)