



Tim Peter

Co-Program Director, Digital Marketing Strategy Council
The Conference Board

Tim Peter is program director of The Conference Board's Digital Marketing Strategy Council. Since 1995, Peter has worked with Fortune 500 leaders, small and medium-sized businesses, and startups alike to deliver innovative, effective e-commerce, digital marketing, and online customer service initiatives. An expert in digital marketing strategy and execution, Tim works to create comprehensive solutions for client needs.

Peter's recent efforts include creating detailed content personalization strategies and improved on-site customer service offerings, developing strategic digital marketing plans, and leading comprehensive digital capabilities review for clients across a wide range of industries.

Prior to launching Tim Peter & Associates in early 2011, he worked with the world's largest hotel franchisor and the world's premier independent luxury hotel representation firm to help hotels and resorts globally achieve billions of dollars in online revenue. His work with Charles Schwab & Co. won him the company's "Rookie of the Year" award.

An in-demand speaker, Peter has presented to global audiences in public and private events. He teaches courses in digital marketing strategy and operations for Rutgers Business School Executive Education and New York University's School of Continuing and Professional Studies. He is also the author of the white papers "Digital Hotel Marketing in a Multiscreen World," "When More is More: Upselling as a Sales & Marketing Tactic," "Engaging Online Travel Shoppers Through Integrated Marketing," and "Best Practices for Hotel Website Analytics."