

PETER STEPHENSON-WRIGHT

CURRENT POSITION

Director of Corporate Relations and Careers Service
Local Academic Director, Executive MBA
Affiliate Professor of Marketing
ESCP Business School, London campus

PREVIOUS ROLES

2017-2021 – Director, Executive Education and Business Development
2012-2016 - Programme Director, MSc in Marketing & Creativity
ESCP Business School, London campus

2010-2012 - CEO, Atletico International Advertising, Barcelona (WPP Group)
2006-2010 - Global Business Director, Lowe Worldwide, London
2004-2006 - European Operations Director, Saatchi & Saatchi, Paris
1998-2003 - Managing Director, Team Ford - Y&R/Wunderman, Frankfurt & London

COMPANIES WORKED WITH

AB InBev, AG Barr, Associated British Ports, Avon Cosmetics, BASF, BNP Paribas, Braun, BOC Group, Canon, Deutsche Bank, The European Parliament, Ferrari, Ferrero Rocher, Ford Motor Company, General Motors, Gunnebo, Huawei, Jaguar Land Rover, LVMH Group, Mercedes-Benz, Opera de Paris, Orange/France Telecom, Robert Bosch, Peugeot, Procter & Gamble, Siemens, Thames Water, Toyota Cars, Uber.com, VW Group/SEAT

ACADEMIC QUALIFICATIONS

St Peter's College, University of Oxford
MA Physics

TEACHING EXPERIENCE

ESCP Business School, London Paris Berlin Torino
ESA Business School, Beirut
Bayes (formerly Cass) Business School, London
IFIM Business School, Bangalore, India
Peking University, Beijing, China

PRINCIPAL TEACHING TOPICS

The Art & Science of Creativity, Problem Solving & Decision Making, Effective Innovation, Emerging Business Models for the Digital Age, Digital Marketing, Integrated Marketing Communications, Meeting the Customer, Presentation Discussion & Rhetoric, Public Speaking Skills

Programmes: BSc, MS, MIM, MBA, EMS, EMBA, Custom Executive Education

OTHER ACTIVITIES

Speaker at 4th International Doctoral Workshop on Cultural Industries
Institute for Cultural Industries, Peking University, Beijing, China

Key interest: the successful application of creativity and innovation in organisational environments

PUBLICATIONS

“Climate change – Winning the Challenge of Consumer Sentiment”
Info Magazine (French Chamber of Commerce) – September/October 2015

Olubodun, Feyi: The Villager: How Africans Consume Brands (Tracey McDonald, 2018)
Introduction

1 July 2025