Peter Bassett

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Creative Production & Innovation Executive

Creative production and innovation executive with 25+ years of experience bringing ambitious marketing ideas to life. Builds content studios and mentors teams of producers and technologists, partnering with creative and strategy leaders to deliver integrated campaigns and digital experiences. Combines creative problem-solving with the operational discipline to deliver complex work at scale.

Experience

David & Goliath — Los Angeles
Managing Director, Integrated Production & Technology — Oct 2018 – Present

Promoted to Managing Director after growing the agency's digital production capabilities and business, expanding my remit to lead integrated production and technology across the agency.

- Partnered with creative and strategy leadership to shape production approaches and bring ambitious ideas to life across the agency.
- Built D&G's internal content studio from the ground up, bringing together creative production, talent, workflows, and a pricing model to expand the agency's capabilities and open a new line of business.
- Contributed to new business through prototyping and emerging technology, partnering with creative and strategy teams to develop ideas and demonstrate what the agency could make.
- Drove the adoption of AI and automation across production, identifying opportunities to rethink how work gets made and guiding technical teams in developing practical tools and workflows.

David & Goliath — Los Angeles
Director of Digital Production — Feb 2016 – Sep 2018

- Rebuilt the digital production department, reshaping its team structure and ways of working to meet changing client needs and broaden the agency's digital capabilities.
- Mentored a team of creative producers and technologists, connecting disciplines and establishing clearer ownership across digital production.
- Expanded what the agency could produce in-house by strengthening collaboration, building trust in the team's capabilities, and developing workflows for more integrated delivery.

TBWA\Chiat\Day — Los Angeles
Director of Production — Jun 2014 - Feb 2016

- Partnered with creative and strategy leadership to deliver global integrated campaigns through the agency's internal studio, producers, and technologists.
- Developed the Los Angeles production team into a resource for the wider TBWA network, supporting integrated campaign delivery across international teams.
- Brought together a distributed production team of 100+ people to support global campaigns. Cross-trained staff across production disciplines, broadening the work teams could take on.

TBWA\Chiat\Day Los Angeles

Director of Digital Production May 2013 - May 2014

Senior Executive Digital Producer Oct 2011 – May 2013

- Elevated digital production and technology capabilities to meet evolving client needs, aligning the team's expertise with the agency's integrated advertising work.
- Unified siloed digital units into a cohesive digital experience team, leading cross-functional talent across global website builds, digital media campaigns, and high-volume social content.
- Launched and led an innovation lab to develop new approaches to digital production and creative technology.

Ogilvy New York

Executive Digital Producer Oct 2010 - Oct 2011

- Brought digital-first creative thinking into an established production department, helping teams develop and deliver digital advertising and experiences.
- Built digital production expertise in New York that supported Ogilvy teams worldwide, particularly in markets with fewer local resources, enabling award-winning digital campaigns and platforms for clients including Coca-Cola.

180 Amsterdam Amsterdam, Netherlands

Director of Digital Production Jul 2009 - Oct 2010

Promoted from Digital Producer to Director of Digital Production to help build and lead an integrated production team for Adidas Sports Performance.

- Managed a 70+ member production and creative operations team, bringing together leaders across the Omnicom network to scale integrated delivery.
- Directed integrated global campaigns for Adidas Sports Performance, including World Cup work across 49 markets, a website redesign, and social and digital content production.

Earlier Experience

Digital Producer, 180 Amsterdam | Sep 2007 – Oct 2009

Senior Interactive Producer, Goodby Silverstein | Jan 2007 – Aug 2007

Producer, AKQA | Nov 2005 – Jan 2007

Freelance Broadcast Producer, San Francisco agencies | Jun 2001 – Oct 2005

Broadcast Producer, Citron Haligman Bedecarre | May 2000 – Mar 2001

Broadcast Producer, Margeotes Fertitta + Partners | Oct 1997 – May 2000

Education

University of Vermont

BA, English/Theater/Art

Leadership & Awards

Jury Member, The FWA Mar 2020 – Present

2024 – Clios, bronze | Think LA, winner | Comm Arts, shortlist | AICP, shortlist | London International, silver | The Drum, Gold

2023 – Clios, bronze | The One Show, shortlist | Think LA, winner | Cannes Lions, Shortlist

Skills

Production: Integrated Campaigns, Broadcast, Digital and Social Production, In-house Content Studios

Leadership: Department Development, Global Team Leadership, Producer and Technologist Mentorship, Creative and Strategy Partnership

Operations: Production Workflow Design, Resource Allocation, Studio Pricing Models

Technology: AI-enabled Production, Workflow Automation, Prototyping, Creative Technology