



Peter Minnium

Head of Digital Brand Initiatives
IAB

Peter leads a series of initiatives designed to address the under-representation of creative brand advertising online. He was formerly Managing Director of Lowe Worldwide, the global creative agency network, where he held leadership roles overseeing international operations. Peter's passion is the intersection of creative ideas and technology and he is focused on fueling the full-fledged creative revolution that interactivity has long promised.