



Peter Crofut

Head of the Creative Platforms Solutions
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Peter Crofut is the Head of the Creative Platforms Solutions at Google. He oversees a team of specialists who help the creative agency community leverage DoubleClick's creative technology & expertise. He also oversees the development of Google's digital display creative standards for Mobile, Video and Dynamic formats. Crofut is known for his specialized expertise and has spoken at various events for AdWeek, Ad:Tech, and iMedia.

Prior to joining Google, Crofut served as the Director of West Coast Sales for DoubleClick. As one of the teams first rich media team members, he assisted in developing and expanding a high growth business for the company.