



PETER PEREIRA

Category Creator | Strategic Marketing
& Innovation Executive

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Core Competencies

- Category Creation & Storytelling
- Strategic Partnerships & Investor Relations
- AI-Driven Insights & Automation
- SaaS Platforms & Operating System Development
- Investor Presentation Decks: Content + Creative + Tactics
- Enterprise Stakeholder Engagement (VP, SVP, C-suite)

Awards

🏆 **2020 (OABE) Oakville Awards for Business Excellence**
Nominee / Finalist
Oakville Chamber of Commerce and the
Rotary Club of Oakville

Scan for a digital copy of the
CV and active portfolio links.



Strategic Marketing & Innovation Executive

Visionary executive and category creator with 20+ years of proven success in marketing transformation, creative strategy, and platform innovation. Founder of Triumph 62 Inc. and architect of ventures uniting experiential marketing, SaaS ecosystems, and AI.

Creator of **Pulse Connect**, a next-generation operating and marketing system for real estate, senior living, and experiential industries. The platform integrates geofencing, CRM, automation, analytics, and AI into one unified solution — enabling enterprise operators to manage occupancy, campaigns, and customer engagement in real time.

Creator of **HUE (Humanized Understanding Engine)**, an AI-powered storytelling engine — a narrative intelligence system that transforms complex data into humanized insights for executives, boards, and investors. Skilled at leveraging AI for marketing automation, category creation, and board-level storytelling.

Proven record of delivering measurable ROI and investor outcomes by combining strategic content development, creative execution, and tactical rollout. A trusted advisor to enterprise leadership teams, boards, and investors across senior living, real estate, hospitality, and global blue-chip industries.

Impact Highlights

- **Senior Housing Marketing Leadership** → Directed **\$350K pre-opening marketing budgets** per project for 15 new-build Verve Senior Living / Diversicare communities, totaling **\$5.25M+ in campaign responsibility**.
- **Hospitality Growth** → Delivered a **40% uplift in annual revenue (+\$265K)** for The Martini House.
- **Large-Scale Live Experiences** → Produced nightlife events with up to **1,200 attendees**, securing sponsorships and overseeing end-to-end execution — strategy, promoter recruitment, talent booking, theme design, budget management, and marketing campaigns.
- **Event ROI** → Produced and promoted “I Love House Music”, generating **\$50K in one night**.
- **Investor Capital Raised** → Built investor presentations that secured **\$35M in financing** for a **\$150M+ real estate portfolio**.
- **Private Credit Fundraising** → Created the strategic investor presentation driving a **\$300M+ capital raise**.
- **Creative Agency Leadership** → Directed a **\$900K+ annual portfolio**, advising C-suite stakeholders; delivered **double-digit ROI** for clients including TD Bank, PepsiCo, Rolex, Chartwell, Amica, and Briggs & Stratton.
- **Luxury Pitch Experience** → Developed and delivered a strategic presentation deck for Charlotte Tilbury.
- **Platform & AI Innovation** → Transformed **Pulse Connect** from a SaaS marketing platform into a scalable operating and marketing system; created **HUE**, an **AI-powered narrative intelligence system**.
- **Enterprise Leadership Advisory** → Partnered with executive leadership, boards, and investors to deliver **category-defining strategies** and **scalable ecosystems**.



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Technical Skills

Adobe Creative Suite



Figma



SharePoint



Ceros



WordPress, HTML/CSS/JavaScript



Web & CMS Platforms



Microsoft Office



Complementary Expertise

- Marketing & Branding Strategy
- UI/UX Design
- Creative Direction
- Video & Motion Graphics
(Premiere, After Effects)
- Digital Integration

Education

- Sheridan Collage
Web Design
- (OCAD) Ontario College
of Art & Design
Advertising / Graphic Design

Professional Experience

Strategic Creative Consultant (Contract) | TD Bank – Enterprise Real Estate & CAPA

November 2024 – August 2025

- Partnered directly with VP and SVP leadership across two divisions: Enterprise Real Estate (~250 employees) and CAPA (~4,500 employees) to modernize communications and employee engagement.
- Transitioned Enterprise Real Estate's newsletter from static PDF to interactive Ceros platform, **boosting readership by 40%**.
- Developed strategic pitch concepts (TD Collective, TD Stories), extending design leadership into **enterprise growth initiatives**.

Strategic Creative Consultant (Contract) | TD Bank – Enterprise Real Estate

April 2023 – February 2024

- Designed and launched the SharePoint collaboration platform for **250 employees**, reporting directly to VP-level leadership.
- Produced executive presentation decks, annual reports, and quarterly stakeholder communications.
- Authored SOPs and video tutorials, standardizing processes and driving adoption across the division.

Founder & CEO | Whydea Inc.

2011 – 2023

- Founded and scaled a marketing and creative agency, managing P&L ownership, client acquisition, and growth strategy for 12 years.
- Directed **\$900K+ annual portfolio**, leading enterprise-level teams and advising C-suite stakeholders on marketing and creative strategy.
- Served as lead creative agency consultant and vendor of record for Verve Senior Living / Diversicare for 14 years.
 - Managed creative + print strategy across **30+ properties nationwide**.
 - Directed \$350K pre-opening marketing budgets per project for **15 new-build communities (totaling \$5.25M+ in campaign responsibility)**.
 - Partnered directly with **executive leadership teams** to launch new builds and reposition existing assets.
 - Implemented **sales and marketing automation tools** across the portfolio, modernizing lead generation and conversion tracking.

Vice President of Sales | Ideal Graphics Inc.

2005 – 2010

- Directed sales and client strategy, achieving **\$1M+ in annual revenue** across Fortune 500 accounts including Comark, Pink Elephant, and Diversicare.
- Oversaw integrated marketing and creative services, bridging business development, executive client engagement, and delivery execution.

Manager of Design & Marketing | Chartwell Retirement Residences

2004 – 2005

- Led the corporate creative department, developing brand standards and marketing communications across multiple communities.



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Portfolio

Click the folders below to view
selected work samples:

- WEBSITE
- AGENCY PORTFOLIO
- SENIOR LIVING PORTFOLIO
- VIDEO PORTFOLIO
- TD ENTERPRISE PROJECTS
 - TD Collective
 - TD Stories: The Upseat

Category Ecosystem



Brands, Enterprises & Partners I've Worked With



Brookfield



Additional client portfolio available upon request.

References

Barry Glazier

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Additional references if needed upon request.