



PETER PEREIRA

Market Strategy | Partnerships
& Live Entertainment Growth

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Greater Toronto & Hamilton Area



TRIUMPH 62 PC



Dear Fever Hiring Team,

I am excited to apply for Fever's music, partnerships, and business development roles in Canada.

My background sits directly at the intersection of music, nightlife, hospitality, live entertainment, strategic partnerships, creative execution, and market growth. For nearly three decades, I have worked inside the Greater Toronto and Hamilton Area entertainment ecosystem as a DJ, producer, promoter, event operator, founder, and creative strategist.

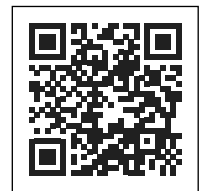
What makes my experience relevant to Fever is that I understand how live entertainment markets are built from the ground up. I have produced and promoted events from concept to execution, including venue strategy, talent booking, sponsorships, street promotion, digital marketing, creative direction, audience development, and on-site activation. I am currently active as a DJ, promoter, and residency operator in Burlington and across the region, while also supporting activations at Emerald Lake Waterpark RV Resort and exploring a venue revival strategy for a struggling Burlington nightlife space formerly known as Zu Bar.

Through Triumph 62, my current model is focused on "solving the empties" — helping venues, brands, and operators turn quiet nights, underused spaces, empty seats, and missed attention into measurable attendance, engagement, and revenue. This combines partnerships, programming, creative marketing, geofencing, digital displays, AI, analytics, and real-time audience engagement.

What I would bring to Fever is operator-level market instinct backed by commercial partnership experience, creative execution, local cultural access, and data-informed experiential strategy. I do not just understand entertainment from a desk — I have built it, promoted it, performed inside it, marketed it, monetized it, and now I am building technology to scale it.

I would welcome the opportunity to discuss how my background can support Fever's growth across music, nightlife, venues, and live experiences.

Sincerely,
Peter Pereira



HUE Strategic Fit Brief
Peter Pereira x Fever
90-Second AI-Assisted Overview



P E T E R P E R E I R A

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Core Competencies

- Market strategy & partnerships
- Business development & sales
- Music / nightlife / EDM culture
- Venue & promoter relationships
- Commercial strategy
- Live entertainment production
- Sponsorship & brand activations
- Hospitality growth strategy
- Creative direction & campaign production
- Geofencing / digital displays
- CRM / AI / automation / analytics

Current Market Activity

- DJ / promoter / residency operator
- Live music & DJ residency
→ Friday Night Sessions
- DJ & event work across region
- Emerald Lake Waterpark
RV Resort activations
- Hospitality, alcohol/distillery
and promoter network
- Perrsha original music project on
streaming platforms

Executive Profile

Market builder and partnerships leader with 20+ years of experience growing brands, events, venues, cultural programs, and revenue opportunities across music, nightlife, hospitality, leisure destinations, enterprise marketing, and experiential growth. Combines nearly three decades of DJ, producer, promoter, and event operator credibility with senior business development, commercial strategy, hospitality group partnerships, creative production, CRM, AI, digital displays, and data-informed growth.

Founder of Triumph 62 Inc., building a scalable experiential growth model that helps venues, brands, and operators convert underused spaces, quiet nights, missed attention, and untapped audiences into measurable attendance, engagement, and revenue. Current market activity includes live music and DJ residency operations in Burlington, guest-event work across the region, Emerald Lake activations, venue-revival exploration for the former Zu Bar, strategic hospitality and alcohol/lifestyle brand relationships, and the Perrsha original music project on streaming platforms.

Fever-Aligned Value Proposition

- **Music & Nightlife Market Access:** Active inside the market Fever wants to grow: music, nightlife, DJs, promoters, venues, hospitality operators, leisure destinations and local audience behaviour.
- **Commercial Partnerships & Business Development:** Built and managed relationships across hospitality groups, venue operators, promoters, alcohol/distillery partners, enterprise clients and brand stakeholders; able to create sustainable partner value and commercial outcomes.
- **Live Experience Execution:** Produced events from concept to close: venue strategy, talent booking, sponsorships, street promotion, digital campaigns, creative direction, ticketing momentum, on-site operations and post-event content.
- **Creative + Content Advantage:** Brings hands-on creative direction, graphic design, social content, motion/video, presentation decks and campaign production, making the role stronger from partner pitch through live execution.
- **Technology + Data Lens:** Uses geofencing, digital displays, CRM, AI, automation, content and analytics to turn live experiences into measurable attendance, engagement and revenue.

Selected Impact Highlights

- Developed the "solving the empties" growth model for converting underused spaces, quiet periods, empty seats and missed attention into measurable attendance, engagement and revenue.
- Produced large-scale live experiences with up to 1,200 attendees, overseeing concept, venue coordination, talent booking, promoter recruitment, sponsorship strategy, marketing and guest experience.
- Delivered a 40% uplift in annual revenue (+\$265K) for The Martini House through hospitality marketing, event programming, positioning and guest retention strategy.
- Produced and promoted "I Love House Music," generating \$50K in one night.



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Technical Skills

Adobe Creative Suite



Analytics & Reporting



AI Workflow Tools



Microsoft Office / Google Docs



Video Editing & Motion Graphics



CRM Environments



Web & CMS Platforms



Awards



**2020 (OABE) Oakville Awards
for Business Excellence**

Nominee / Finalist
Oakville Chamber of
Commerce and the
Rotary Club of Oakville

Education

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

Selected Impact Highlights *continued*

- Secured activation opportunities with Emerald Lake Waterpark RV Resort, using leisure traffic to test digital displays, brand activations, geofencing and audience engagement.
- Directed a \$900K+ annual creative and marketing portfolio, advising C-suite and enterprise stakeholders for clients and brands including TD Bank, PepsiCo, Rolex, Chartwell, Amica and Briggs & Stratton.
- Directed \$350K pre-opening marketing budgets for 15 new-build communities, totaling \$5.25M+ in campaign responsibility.

Professional Experience

Founder / Market Strategy & Experiential Growth Lead | Triumph 62 Inc.

2023 - Present

- Building a scalable experiential growth model that combines geofencing, digital screens, CRM, AI, automation, content and analytics to help venues, brands and operators convert underused spaces into measurable growth.
- Applies the model through live entertainment, hospitality activations, digital displays, geofenced campaigns, content capture, real-time audience intelligence and partner programming.
- Actively executing market activity through Burlington residency operations, regional guest DJ/event work, Emerald Lake activations and emerging venue revival planning in Burlington.
- Developing partnership pathways with hospitality groups, INK Entertainment pathways, alcohol/distillery brands, venue operators, promoters, DJs, event producers and creative suppliers.
- Uses original music, DJ performance and event programming as a sonic branding and live entertainment proof-of-concept, connecting cultural credibility with commercial activation.

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

April 2023 - August 2025

- Partnered directly with VP and SVP leadership across Enterprise Real Estate (~250 employees) and CAPA (~4,500 employees) to modernize communications, internal platforms and employee engagement.
- Transitioned Enterprise Real Estate communications from static PDF to interactive Ceros platform, boosting readership by 40%.
- Developed strategic pitch concepts including TD Collective and TD Stories, extending design leadership into enterprise growth initiatives, stakeholder storytelling and internal adoption.
- Produced executive decks, digital content, motion assets, photography, internal communications, SOPs and video tutorials with strong attention to brand standards and adoption.



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Portfolio

Click the folders below to view
selected work samples:

- WEBSITE**
→ triumph62.com
→ whydeainc.com
- AGENCY PORTFOLIO**
- SENIOR LIVING PORTFOLIO**
- VIDEO PORTFOLIO**
- TD ENTERPRISE PROJECTS**
→ TD Collective
→ TD Stories: The Upseat

Category Ecosystem



Professional Experience *continued*

Founder & CEO | Whydea Inc.

2011 - 2023

- Founded and scaled a marketing and creative agency, managing P&L ownership, client acquisition, strategic partnerships, sales growth and delivery across enterprise, hospitality, senior living, real estate, manufacturing and lifestyle sectors.
- Directed \$900K+ annual portfolio and advised C-suite stakeholders on market positioning, campaign strategy, brand development, creative execution, digital integration and client growth opportunities.
- Served as lead creative agency consultant and vendor of record for Verve Senior Living / Diversicare for 14 years, managing creative and print strategy across 30+ properties nationwide.
- Led creative services across brand identity, graphic design, web, social content, motion/video, presentation decks, signage, print, digital campaigns and marketing automation.
- Implemented sales and marketing automation tools across client portfolios, improving lead generation, campaign tracking, conversion visibility and operational workflows.

Vice President of Sales | Ideal Graphics Inc.

2005 - 2010

- Directed sales and client strategy, achieving \$1M+ in annual revenue across Fortune 500 and enterprise accounts including Comark, Pink Elephant and Diversicare.
- Negotiated an exclusive contract worth \$300K and grew major client relationships by connecting marketing strategy, creative execution, print production and account leadership.

Manager of Design & Marketing | Chartwell Retirement Residences

2004 - 2005

- Led corporate creative department, brand standards and marketing communications across multiple communities, supporting sales, occupancy and national brand consistency.

References

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Additional references if needed upon request.