

Peter Arnell

AUTHOR · ENTREPRENEUR/FOUNDER

Brand, Marketing, and Design Expert



About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- Brand Strategy
- Customer Experience & Marketing
- Growth Strategy
- Innovation & Digital Transformation
- Leadership & Management

Biography Highlights

- Founder, Chairman, and Chief Creative Officer of PETERARNELL
- Founder and CEO, Intellectual Capital Investments
- New York Times Bestselling Author, 'Shift'

Biography

Brand and design expert, New York Times bestselling author, photographer, and founder Peter Arnell has built a reputation for creating groundbreaking, boundary-averse work for global brands. He is the Founder, Chairman, and Chief Creative Officer of PETERARNELL, and the Founder and CEO of Intellectual Capital Investments. Arnell is known for transforming products, brands, and campaigns for some of the world's most prestigious companies including Chrysler, Pepsi-Cola Co., Reebok, Donna Karan, Unilever, Fontainebleau and more. Arnell created the strategy brand concept and creative for Donna Karan New York and DKNY. He contributed and collaborated with Samsung on the introduction of the company's consumer-facing brand. He designed the global identity and packaging for the Pepsi brand and re-engineered the entire portfolio identity system and has served as Chief Innovation Officer for both Chrysler and The Home Depot. Arnell has been at the forefront of creating, building, and transforming brands, corporations, institutions, and communities for more than 40 years.

Arnell's work as a photographer has been lauded by critics from Vogue, I-D Magazine, and other leading publications and has been exhibited at group and solo exhibitions around the world. He is the author of the New York Times bestseller Shift, which showcases four decades of branding and marketing experience. His work is also the subject of Peter Arnell: Projects 1980-2020, a two-volume book that celebrates over four decades of tireless innovation and an exceptionally diverse body of work. Arnell has also devoted significant energy to the non-profit space. He currently serves on the Board of the FDNY Foundation, and previously served as a Board Member for the globally renowned non-profit, Special Olympics. Arnell's unique interdisciplinary approach to brand uniting graphic arts, communications, photography, filmmaking, experience design, industrial design, product engineering, architecture and more to create holistic solutions that drive enduring brand value.

Videos





Peter's Topics

In Conversation with Peter Arnell

Brand and design expert Peter Arnell has been at the forefront of creating, building, and transforming brands, corporations, institutions, and communities for more than 40 years. In engaging and informative moderated conversations, Arnell shares his unique interdisciplinary approach to creating holistic solutions that drive enduring brand value.

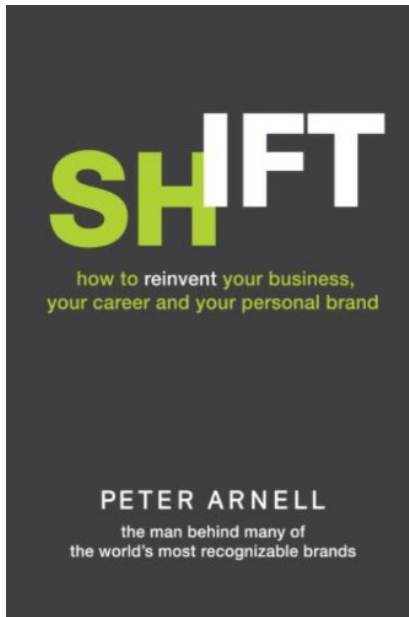
Available: In person, Virtually

Collaborative Consultation with Peter Arnell

In this highly personalized program, legendary brand and design expert Peter Arnell will design a session that gets to the heart of your organization's biggest questions. Drawing on his decades of experience with global brands, Arnell offers actionable, manageable, and convertible strategies that will make a major impact.

Available: In person, Virtually

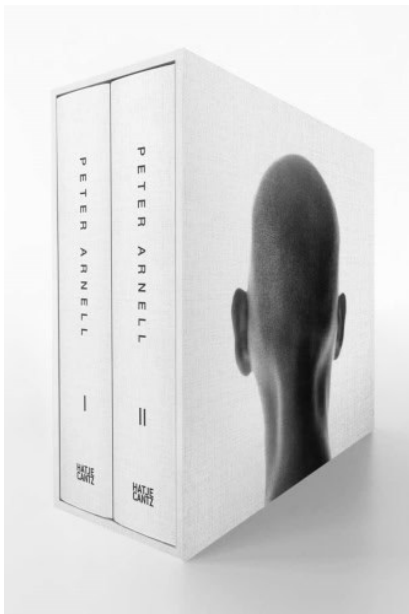
Books



Shift: How to Reinvent Your Business, Your Career, and Your Personal Brand

Little changes can make a big difference. When some of the world's biggest corporations need to revive their brands, innovate products, and rethink their images, they call Peter Arnell. Now in his fourth decade of branding and marketing for such companies as Samsung, Reebok, DKNY, GNC, and Pepsi, Arnell explains how you can use some of the same strategies that famous brands do, in order to improve your own image, life, and career. Arnell knows this firsthand because he applied many of these same strategies to transform his own life by losing 256 pounds. How did he do it? Arnell created an idea he calls Shift. With Shift, you'll discover the steps you need to take in order to become the best you. Creating and revitalizing brands happens every day in business. Shift shows how you can make it happen for yourself and your personal brand. Innovative insights such as "go helium" are used by Arnell to explain how he reached his ultimate goal of 150 pounds—you can apply his techniques to reach for your own goals. You will see—through Arnell's description of how he "went tiger"—how to exercise your own discipline and commitment, without apology, even if that means bucking the norm. And by learning to reach out to your brand audience, you will come to understand the importance of your network of friends, acquaintances, colleagues, and family—your fan club—in keeping you motivated and providing the feedback you need for success. Weaving together personal stories of his own transformation with stories about how he created transformative change for brands such as Reebok and Pepsi, Arnell shares his unique vision on how each of us can rebrand and transform ourselves, both personally and professionally, to achieve the success we desire.

[BUY THE BOOK](#)



Peter Arnell: Portfolio 1980-2020: 1-2

Throughout his forty-plus-year career, Peter Arnell has built an unparalleled reputation creating groundbreaking, boundary-averse work for many of the world's most well-known brands. His unique interdisciplinary approach to brand building unites graphic design, industrial design, automotive design, architecture, photography, filmmaking and more to produce holistic solutions that drive enduring brand value creation. A prolific photographer, Arnell's work has appeared commercially for numerous fashion and lifestyle brands, and his fine art photography has been included in group and solo exhibitions around the world. Arnell's work has been described as "revolutionary, brash and brilliant" by Vogue and "powerful, exceptional, and propelling" by André Leon Talley. i-D Magazine calls him "a guru and a genius" while Newsweek has declared him "one of the great brand impresarios of our age." Martha Stewart lauds "few of us do as much in a lifetime as Peter can do in a decade," and Advertising Age has proclaimed that "Arnell can help us build the next generation." In 2002, Arnell was named one of the 1,000 most creative individuals in America on Richard Saul Wurman's annual Who's Really Who list. He has held posts as Chief Innovation Officer at both Chrysler and Home Depot, and has served on the board of the Special Olympics for over a decade. This beautifully conceptualized, lavishly

illustrated two-volume publication highlights over four decades of tireless innovation and provides rich insight into a great creative mind and an exceptionally diverse body of work. Included are signature projects for Samsung, Chanel, Gucci, DKNY, Pepsi, Reebok, Chrysler, Nespresso, and the Special Olympics, as well as numerous collaborations with figures like Helmut Newton, Duane Michaels, Peter Lindbergh, Denis Piel, Lance Wyman, Paul Rand, Frank Gehry, David Hockney, Muhammad Ali, Tom Brady, Buzz Aldrin, Eunice Kennedy Shriver, Lorne Michaels, Steven Spielberg, and Jay-Z to name a few. Also featured are texts by architect Frank Gehry, photographer Peter Lindbergh, and New York Times journalist Michel Marriott.

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Speaker Bureaus And Talent Agencies

Peter Arnell is available to book via these agencies

✓ **Recommended**



Speaking Agency