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APRIL 22-24

Western District Conference
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Pete Deutschman
Chief Buddy/Founder
The Buddy Group

Chief Buddy, CEO and founder of The Buddy Group, Pete Deutschman has built a dynamic digital think tank that consults and advises innovators, major brands and entrepreneurs on the creation and distribution of digital media. The successful agency focuses on digital engagement – helping brands create lasting relationship through meaningful and strategic communications.

Considered one of the top creative engagement agencies – The Buddy Group’s work has earned numerous local and national awards. In particular, the shop is known for the high level of interactivity they can deliver with outstanding digital creative – drawing customers further into brands and delivering amazing results through maximizing “time on brand.”

The Buddy Group works with some of the top creative minds in the business: Omnicom Group, WPP Group, Interpublic Group, Publicis Group, The Marketing Group, Grey Worldwide, Young and Rubicon, JWT, Creativa, Vertical Marketing Network, PointRoll, Wunderman, Washington Mutual, eBay, GAP, Michael Eisner’s Tornante (PromQueen.tv), NBC Universal and Hallmark Channel. Under his leadership, the team has also done digital creative executions for Disney Channel, NickJr.com, Hasbro, and other youth entertainment brands.

Pete’s natural charisma and easy demeanor come from his passion for theater. He has a Bachelor of Arts degree from Pepperdine University and a Master’s degree from Columbia University. He is also currently the President of C2C Entertainment Group, which invests in productions such as Broadway’s Hedda Gabler, the off-off Broadway show Pelleas and Melisande, MYPressTV.com, MYBroadway.com and HERE.I.AM, the rock drama. Delivering marketing talent to the field he loves, Pete has helped guide The League of American Theaters and Producers; Melanie Griffith’s investment holding company, One World Live; and the first local online publisher for Cox Communications, OCNow.com, to success. He is also a member of the Broadway league and sits on the Board of Directors of Pacific Chorale.

Founded in 2005, The Buddy Group currently has more than 60 employees in offices located in Orange County, San Francisco and New York City. The Orange County Headquarters operates from a 16,000 square foot stand alone facility that houses The Buddy Group Digital Engagement Agency, The Buddy Group DotLot™ Video Production Facility and TBG Labs™, a technology and media incubation company.