

Pierre Michael Richard

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Greetings,

I wanted to reach out and introduce myself. I'm a senior client and experiential marketing leader with extensive experience partnering with large national and Fortune 500 brands, primarily in experiential, trade show, and integrated marketing programs.

My work has focused on serving as a day-to-day client partner, translating business objectives into impactful experiential initiatives, leading cross-functional teams, and ensuring programs are delivered smoothly, on time, and on budget. I'm comfortable bridging strategy, creative, and execution while maintaining strong, long-term client relationships.

I'd welcome the opportunity to connect, learn more about your team and priorities, and explore where my background and experience may be a fit now or in the future.

Best regards,

Pierre "Mike" Richard

Pierre Michael Richard

Senior Leader | Experiential Strategy, Design & Client Programs

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Professional Summary

Senior Creative Director and Experiential Design Leader with 35+ years of experience delivering high-impact exhibit, rental, and experiential marketing solutions. Proven ability to bridge design, sales, and operations while driving revenue growth, cost efficiency, and scalable systems. Known for building tools, teams, and processes that improve speed, quality, and consistency across large organizations.

Core Competencies

- Experiential & Exhibit Design
- Rental & Hybrid Exhibit Systems
- Creative Direction & Leadership
- Client Presentation & Storytelling
- Strategic Marketing Support
- Budgeting & Cost Optimization
- Cross-Functional Collaboration
- RFP Strategy & Pitch Leadership
- Operational Process & Systems Development
- AI Tools & Systems

Software & Tools

Technologically adept in both Windows and macOS

Form•Z | Twinmotion | Cinema 4D | AutoCAD | Vector works | 3ds Max | V-Ray | SketchUp
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere)
Microsoft Office | Artificial Intelligence Systems: ChatGPT (OpenAI), Adobe Firefly,
Midjourney, Google Gemini

Personal Background

Raised internationally across Europe, Asia, and the Americas while living in diplomatic service environments. Educated in private English-speaking schools, contributing to strong cultural awareness, adaptability, and communication skills.

Languages

English (Fluent) | Spanish (Fluent)

Working knowledge of Latin-based languages

Education

Columbus College of Art & Design

Bachelor of Industrial Design with a minor in Marketing

Professional Experience

Rental Department | Hybrid Creative Director

Sparks Marketing Group - Nationally | Nov 2018 – Present

Serve as national liaison between design, sales, and project management for the rental department, supporting approximately 80% of all company projects across multiple facilities.

- Drive over **\$18M in direct annual revenue**, with consistent **15% year-over-year growth** since 2018
- Manage and develop **\$6M+ in rental inventory**, supporting hybrid and permanent installations
- Conceptualized and built a **500-page web-based rental portal** in four months, saving significant development costs
- Transformed the catalog into a **24/7 centralized portal** with downloadable CAD, PDF, and graphic assets
- Expanded the platform into a **training and education resource** with tutorials, videos, and system guidance
- Sole owner and manager of the platform, ensuring accuracy and continuous updates

- Developed internal communications and monthly education initiatives to increase adoption of rental assets
- Lead presenter for internal teams and external RFPs, including **real-time fly-through presentations** that reduced timelines and accelerated approvals
- Contribute to safety standards, system development, and new component design
- Provide strategic design leadership on large RFPs, reducing costs while increasing creative flexibility

Creative Director | Senior Designer

ET Global 3d Brand Spaces - Suwanee, GA | July 2016 – Nov 2018

Lead designer and key client contact for major national accounts.

- Played a key role in securing and retaining **\$12M+ in business** within the first months
- Lead designer and presenter for the **\$3M Varian account**
- Co-led AstraZeneca programs across multiple pharmaceutical brands
- Developed scalable interactive activations with integrated data capture and post-event follow-up
- Collaborated closely with client advertising agencies to align exhibit work with broader brand strategies
- Mastered proprietary exhibit systems and CAD workflows, reducing project timelines from **nine months to eight weeks**
- Known for stepping into projects at any stage and driving them to completion

Design Director

Compass Collective - Atlanta, GA | Oct 2009 – July 2016

Creative director and primary designer for all major house accounts and new business pursuits.

- Achieved a **90% close rate**, generating **\$10M+ in new business**
- Led all 3D design and 2D graphic development across accounts
- Full client ownership from concept through execution

- Created new sales and marketing materials that drove a **40% increase in clients** within two years
- Redesigned AutoTrader.com's exhibit programs, retaining the account through multiple acquisitions
- Delivered large-scale exhibits ranging from kiosks to **90' x 100' double-deck environments**
- Award-winning work, including Best of Show recognition

Creative Director / Senior Designer

Sparks Marketing Group - National | *Oct 2001 – Sept 2003*

Recruited to re-establish design standards and lead departmental restructuring.

- Improved team performance, morale, and workflow during organizational change
- Managed scheduling, performance reviews, and creative output
- Supported executive leadership through restructuring initiatives
- Played a key role in expanding the rental division into Atlanta's largest Octanorm program
- Recipient of **Best in Show** for custom island exhibit

Earlier Career

Creative Director, South East Region - Showtime Enterprises

Design Director, South West Region- Exhibit Dynamics



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