&Barr

## Pete Barr Jr. bio

Pete Barr Jr. serves as president and CEO of &Barr – Florida’s oldest, largest, independent advertising agency. Pete focuses on setting and guiding long-term goals and overarching strategy for the business, while also advising its Board of Directors and overseeing the agency’s COO and VP of finance. With over 40 years of experience, he is dedicated to the continuous improvement and success of the agency.

Pete’s career began at the Orlando Sentinel in 1983 selling advertising. In 1987, he joined the agency as an account executive. He was named president and CEO in 2001. Since then, Pete has overseen the agency’s growth and accomplishments throughout the digital transformation, the Great Recession and the COVID-19 pandemic. He also led the addition of Public Relations services in 2002, as well as the agency’s rebranding from Fry, Hammond, Barr to &Barr in 2015.

Pete is proud to lead what is and has been “the agency of choice” for many diverse nationally and internationally recognized brands, including AAA, Florida Virtual School, Rosen Hotels & Resorts and the University of Central Florida, among many others.

With deep roots in the Central Florida community, Pete has contributed time, talent and treasure to multiple nonprofits, most notably as a Board member of the YMCA of Central Florida; Habitat for Humanity Greater Orlando & Osceola County; Canterbury Retreat and Conference Center; and Millennium Rowing Association.

As an extension of &Barr, Pete is highly involved in the industry and with the American Association of Advertising Agencies (4A’s). Currently, he Chairs the 4A’S Florida Council and is an active member of the 4A’s Gold Forum group of CEOs.

During Pete’s career, he has received many prestigious accolades, including Orlando Business Journal’s C-Suite Award for his outstanding business acumen and community impact; a George F. Hixson Award for his help and commitment to others, issued by Kiwanis International; and a Silver Medal Award from the American Advertising Federation (AAF). The Silver Medal Award is bestowed to those who have made outstanding contributions to advertising and who have been active in furthering the industry’s standards, creative excellence and social responsibility.

Pete is also a proud alumnus of Florida State University’s College of Communications, where he earned a Bachelor of Science in Advertising.