

# Peter Seidler



Peter Seidler is a Leadership Development Consultant and Executive Coach with EDA Asia Pacific and based in Thailand. He is dynamic and effective change agent with experience in an exceptionally wide range of corporate, cultural, and interpersonal environments. He brings all this experience to bear in partnering with clients to enable them to expand beyond current limitations.

Peter provides international executive and life coaching and new venture mentoring. He organizes and coaches global creative teams. He partners with individual clients to help them become stronger, more alive human beings. He helps his clients access energy and creativity to find balance in their lives and greater fulfillment.

He helps innovative business, arts, and professional leaders to:

- Access energy and creativity by connecting with their highest and deepest values
- Create a course of action that aligns with their values and builds on their strengths
- Tune in to changing reality and adapt to rapid change
- Develop their innate emotional intelligence for greater effectiveness
- Find optimal personal work-life balance

He brings to coaching the conviction that people have unlimited potential in their lifelong process of learning, efficacy, and fulfillment.

Peter has led teams and produced projects in the United States, Europe, and Asia. He founded and built Avalanche Systems Inc., one of the first interactive design firms in the world. As the company's President and Chief Creative Officer, he was a leader in the creation of an industry. He invented new business processes for integrating multiple skill sets and building solutions. He led creative strategic vision for the company, pioneered creative approaches, and developed talent. He and his company were in the vanguard of the digital design revolution. After the merger of Avalanche with Razorfish Inc., Peter was Chief Creative Officer at Razorfish, the leading global interactive agency, as it grew to over 2,200 employees in the United States, Europe, and Asia. He defined the company's creative mission, hired and mentored creative teams globally, and crafted design strategies and visual solutions to meet clients' business requirements.

Peter then co-founded and served as Chief Operations Officer for MiGenetics, where he developed information products to provide an anonymous genetic testing and data mining system for marketing consumer genetic diagnostic tests. More recently, as a member of the Board of Directors at Eyebeam, the pioneering art and technology center, and at Creative Capital, an organization offering integrated financial and advisory support to artists pursuing adventurous projects, he helped develop innovative programs connecting organizational strategy with creative initiatives.

Peter has been the recipient of many industry awards and other honors, such as inclusion in New York Magazine's "Ten New Yorkers Who Make a Difference." His work has been recognized in publications including BusinessWeek and Wired.

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In addition to being a business innovator and leader, Peter is an accomplished artist whose work is included in public and private collections. He has developed art projects in a flexible studio model with production facilities in Thailand, India, and New York.

Peter majored in philosophy at the City University of New York, earned an MFA in Conceptual Art at the California Institute of the Arts, and did postgraduate work in the Whitney Museum's prestigious Independent Studies Program. Later, at Harvard Business School, he completed the OPM executive business program, and subsequently he received Co-Active Coach Training at CTI in Boston.