

As Executive Creative Director, Experience Design at VMLY&R, Walter Geer is responsible for creating innovative design solutions within the health practice, and synergizing brand and customer experiences across a broader range of clients like Dell Technologies, Campbell Snacks, Pfizer and New Balance.

Recently, Savoy Magazine added Walter to their list of 2020 Most Influential Black Executives in Corporate America. He is not only known for re-inventing and revitalizing the way brands and advertisers connect with consumers but also as a passionate and vocal advocate. As the cofounder of Diverse Creatives, he has been outspoken in the charge for creating a diverse and inclusive culture for Black and brown creatives in advertising.

A veteran of the digital advertising space, Walter holds a total of six U.S Patents for digital ad formats and has implemented creative products and strategies for a variety of publishers and leading technology and media companies including Google, Viacom, NYTimes and MySpace. Walter has been an architect of market-first usability labs, applying biometric research to the development of creative executions while minimizing risk by understanding how consumer emotions and demographics impact brand engagement.

Prior to VMLY&R, Walter was SVP, Group Creative Director at TBWA\Worldhealth, where he ran Digital, Innovation and creative production.