

PETER MOORE

VICE PRESIDENT OF CREATIVE SERVICES



Peter Moore oversees DIY Network's consumer and business-to-business creative direction. Responsible for the on-air promotion and design departments, Moore's role includes managing creative projects from concept to completion and translating marketing objectives into creative strategies to support the critical efforts of various departments, including ad sales marketing, affiliate marketing, consumer marketing and press.

Moore played an instrumental role in developing DIY Network's primetime destination programming block, "Nailed at 9." On behalf of DIY Network, he's received multiple industry awards for Upfront and affiliate marketing sales presentations, on-air promotions, MSO and sponsor-integrated spots.

Moore began working with DIY Network in 2000 as a freelancer. Officially, he joined the creative services team in 2002, specifically focusing on special projects. During his tenure Moore simultaneously contributed to a vast array of projects for another one of Scripps Emerging Networks, Fine Living Network.

Moore's prior work experience includes serving as the director of on-air promotion for STARZ Encore Media Group, where he was awarded the company's first-ever New York Film Festival Gold Medal for "Best of STARZ! 1999." In addition, he's held creative and television-related positions with Turner Broadcasting and The Home Depot. Throughout his 20-plus years in the business, Moore has received numerous awards including Emmy, Promax Gold, CTAM Mark, ADDY and NEA Distance Learning awards.

Moore attended Ohio University and University of Akron. He is an active member of the WDVX community relations committee and resides in Townsend, Tenn., with his wife, Jennifer. When he's taking a break from promoting DIY Network, Moore enjoys music festivals, cooking and being a long-suffering Cleveland Browns fan.

About DIY Network

DIY Network, from the makers of HGTV and Food Network, is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in more than 53 million homes, DIY Network's programming covers a broad range of categories, including [home improvement](#) and [landscaping](#). The network's award-winning Web site, www.DIYNetwork.com, is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

