



Pete Lerma

PRINCIPAL AND FOUNDER, RICHARDS/LERMA

Pete Lerma's career started at a small agency, where he gained experience in all disciplines of marketing communications. While at the agency, Pete was fortunate to have the opportunity to lead accounts like Coca-Cola, Subway, and Whataburger.

Pete joined Click Here, The Richards Group's interactive marketing division, in 1998. As principal for the agency, Pete managed the online advertising and marketing for high profile brands like Amstel Light, Fruit of the Loom, Hyundai, and Patron tequila, as well as the world's online travel leader, Travelocity.com.

Under Pete's leadership, the digital group won numerous awards for both strategy and creative. This includes being recognized by the Interactive Advertising Bureau, Media Magazine, AD:Tech, The One Club, Graphis, and Communication Arts.

Being a second-generation Mexican, Pete had always had a yearning to raise the bar on Hispanic marketing. Having spent the last 16 years in one of the best agencies in America. Pete and Stan Richards decided to launch Richards/Lerma in 2008. Pete is now taking the approaches he's learned and applying them to more relevantly connect brands to their Hispanic consumers. In that capacity, Pete leads a team of 70 seasoned Hispanic marketing experts that make up Richards/Lerma with offices in Dallas, Mexico City, and Buenos Aires.

A few of the brands he manages include: Dr Pepper, MetroPCS, Chrysler, Dodge, Jeep, Ram Trucks, and The Home Depot.

In his spare time, Pete enjoys music, wakeboarding, and spending time with his wife, Amy and their kids, Trent, Christian, and Allie.