

## DISTINGUISHED ALUMNUS

*Peter Sherman*

As Peter Sherman told the University of Wyoming graduating class at his commencement address in 2019: You're not walking across a stage, you're standing on a launchpad.

He speaks from experience. A Cheyenne native, Sherman launched all the way to the top of the marketing world as executive vice president at Omnicom Group—one of the world's leading marketing services and communication companies. Based in New York City, he's charged with driving innovation, integration and growth across the company's largest global clients. His career has taken him all over the world, including 16 years at Omnicom's largest worldwide advertising agency BBDO, where he ran accounts in New York, followed by running an office in San Francisco, and eventually led BBDO's European region consisting of 35 offices in 18 countries from headquarters in Milan and Paris.

"The thing I love the most about my career is that it's allowed me to travel, live and see different parts of the world that I might not have otherwise," Sherman says. He also appreciates the lasting friendships and connections he's made.

"The more you can achieve, the more you can give back," he says. "The friendships that I developed at UW have been a strong magnet to stay involved."

Sherman serves on the UW Foundation board of directors.

"I'm very invested in the purpose and mission of the university. I think it's a way to not only give back to UW but also the state."

He and his wife, Amy, love the outdoors as well as travel. Sherman graduated from UW with his degree in journalism in 1986 and looks back fondly at his UW days, especially football and fall: "I remember just how beautiful Laramie is in the fall when the leaves are turning, and the air is crisp, and you can feel all 7,000 feet. To be on the campus at that time of year is very meaningful."

Sherman says UW prepared him well for his career, and he appreciates its perfect size and diverse student population.

"I think there's an ethos at UW that says the world is yours if you're curious enough and hungry enough to go out and grab it," Sherman says.

While he's achieved worldwide professional acclaim, Sherman still lists the UW Distinguished

Alumni Award and his invitation to speak at 2019 commencement as two of the most significant things that happened in his life: "This award could go to so many people. I was so very honored and humbled. To be chosen was such a significant honor."

He adds, "I think no matter where you go in your career and life, there's always a place for Laramie. For me, that place is the exact center of the universe. As much as I've left Laramie, Laramie has never left me."

