



## **PETER M. GUYER**

Peter Guyer is the Founder and President of ATHENA MARKETING INTERNATIONAL (AMI), a highly specialized marketing, business development and consulting firm serving the food, beverage and related products industries. Prior to founding AMI, Mr. Guyer was an expatriate executive for Nestlé S.A., based in Switzerland. His last position was Vice President, Business Development in North America. Prior to that he held positions in Asia and Europe with Profit & Loss responsibility exceeding \$100 million.

Mr. Guyer holds a M.B.A. degree in International Business from the University of Southern California in Los Angeles, and a B.A. degree from Pomona College in Claremont, California.

He is a member of the Board of Directors of The World Trade Club, U.S. Department of Agriculture's *Advisory Committee on Emerging Markets*, The Rotary Club of Seattle #4, The Seattle Chamber of Commerce, Trade Development Alliance, Gerson Lehrman Group **Educator's Council**, and Northwest Entrepreneurs Network, and an Advisor with Pacific Northwest Advisors. He was formerly a monthly feature columnist for *Coffee Talk* Magazine, and is Treasurer of the Mercer Island Youth & Family Services Foundation.