

A background image of Peter Cook playing a guitar. The text is overlaid on the top left of the image.

# Peter Cook

## Experienced in

*academia, drugs and rock n roll*

Peter Cook leads The Academy of Rock, a creativity and innovation management consultancy, which serves some of the world's top businesses. These include Johnson and Johnson, Electronic Arts, Pfizer, The Royal College of Physicians, BT, GSK, BP Amoco, Amnesty International, the NHS, the United Nations and London Business School. His seriously creative management consultancy business may be found at [Human Dynamics](#).

He has over 25 years experience, comprising:

- **Leading innovative new Pharmaceutical Product Research and Development teams to bring multi-million dollar life-saving drugs safely to the market**
- **Trouble-shooting businesses and starting up factories around the world**
- **Internal business, organisation development and change consultancy**
- **Writing and tutoring for Business Schools at MBA level for blue chip companies**
- **Writing and performing music in a variety of disguises**

So, that's **academia, drugs** and **Rock'n'Roll** Oh, yes, he has two kids so that covers sex !

Peter started life as a Chemist, has a Master's degree in Business, is a business academic and has a 'university of life' qualification in leading rock bands. He brings this combination of theory and experience together in events and conferences that reach way beyond the normal management consultancy fare.

Tutor on a number of Executive MBA programmes, including the acclaimed 'Creativity, Innovation and Change' programme. Peter is a noted speaker and writer on the subjects of strategy, creativity, innovation and leadership of change. He has been invited to speak at major conferences for organisations as diverse as Pfizer, BT, Allianz Cornhill, Unilever, The Chartered Institute of Personnel and Development, London Business School, Kent County Council, Chartered Insurance Institute and Cookson Inc.

Peter holds an **MBA** (which, in the Academy of Rock, stands for **Much Bigger Amps**), is a Chartered Chemist, ex Chartered Marketer and fellow of the Chartered Institute of Personnel and Development. An NLP master practitioner, fellow of the Royal Society of the Arts, a lifelong learner and wildly enthusiastic guitarist. Fave guitar players include Bill Nelson, Jimi Hendrix, Ritchie Blackmore, Prince, Django Reinhardt, Brian May, Carlos Santana, Angus Young, Jeff Beck, Lou Reed, Robert Fripp and on and on...

Peter is also the author of a Healthcare Management book and 'Best Practice Creativity', which focuses on the art and discipline of inspiring creativity at work – given a personal affiliation by Professor Charles Handy. Peter's articles have appeared in numerous publications and he won a top award for his article on making knowledge management work. His books have been translated into Russian, Polish and Korean.