

# MINTZ+HOKE

## Brian Pike Brings Award-Winning Creative Expertise to Mintz + Hoke

**AVON, Conn. (May 22, 2025)** — New England's Immersively Different brand-building advertising agency is pleased to welcome Brian Pike as Executive Creative Director. Brian is a seasoned creative in the B2C and B2B spaces who has produced award-winning work recognized by Creativity, Communication Arts, the FWA, ANA, and The Drum.

"We are so excited to welcome Brian to the team as our Executive Creative Director!" said Ron Perine, Managing Principal and CEO. "Brian's approach to the creative product, along with his robust prior experience, will benefit our clients and our teams."



*Brian Pike, Executive Creative Director, at Mintz + Hoke's office in Avon.*

As Executive Creative Director, Brian helps shape and champion the creative vision of the agency, overseeing everything it produces, from films and social content to print and Out-Of-Home. He leads a talented team of creatives and collaborates closely across agency practices to create work that moves people, builds brands, and meets the clients' changing needs. Above all, Brian is always looking for new opportunities to push creative boundaries and deliver work that stands out.

Before moving to Connecticut, Brian spent the majority of his career in San Francisco, working at a variety of agencies that specialized in everything from digital innovation to customer engagement, with a focus on both B2C and B2B.

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He's helped shape digital experiences for major brands like Google, Pepsi, and The Meth Project, helped relaunch Ryder after a 20-year absence from advertising, and has overseen a wide range of B2B campaigns—spanning below-the-line global work for Intel, award-winning films and print for LEGO Education, and integrated creative efforts for T-Mobile for Business across multiple verticals and platforms.

He's also had the opportunity to work with brands like Visa, DoorDash, NI, AMD, Quaker, Corning, DirecTV, and Constellation Wines.

Whether it's developing immersive online experiences, creating thumb-stopping social content, or producing emotionally driven films, he's a big believer in the power creativity has to move the needle—and that no matter what you're selling, you have a much better shot when you can connect on a human level.

One of his favorite examples of brands finding that human connection is the “Live Richly” campaign Fallon created for Citi. Filled with smart, human-centric lines, the work talked about finance in a way that struck an emotional chord with customers. A campaign with such range that it seemingly could've gone on forever—some lines are funny, some thought-provoking, others heartwarming—it really covered all the bases. And when it comes to B2B, HP's “The Wolf” is always a standout. Created by Giant Spoon, this series of cinematic web films uses Christian Slater to demonstrate how an unprotected device—like the office printer—can be a gateway into your business for hackers. While cybersecurity is so often presented in a dull, forgettable way, this campaign went a more human route and created incredibly compelling and entertaining films that customers actually want to watch. They are both prime examples that when you elevate the execution, even the driest briefs can yield something powerful.

“I've worked at a lot of different shops and encountered plenty of personalities along the way, but what stands out about Mintz + Hoke is the genuine self-awareness and passion that runs from leadership all the way through the team. There's a real sense of energy and momentum in the air here—and that enthusiasm is infectious. I couldn't be more excited for what's ahead.”

Brian moved to Connecticut almost two years ago and now lives in Manchester with his wife, their two sons and their dog, Roulette. Their family is big fans of travel, though travel has been on the back burner with two young ones in the mix. They hope to take their boys to Portugal next spring before their oldest starts kindergarten. They also love trying new restaurants and cuisines and are slowly eating their way around the state.

Brian holds a Bachelor of Fine Arts degree in Advertising with a focus in Copywriting from the Academy of Art University in San Francisco.

Connect with him on [LinkedIn](#).

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## About Mintz + Hoke

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at [www.mintz-hoke.com](http://www.mintz-hoke.com) and follow them on [Facebook](#), [LinkedIn](#) and [Instagram](#).

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