Billy Pittard is the company’s CEO and President.

Los Angeles (Culver City) based.

Pittard Sullivan is founded in 1986.

Billy Pittard, is considered by many to be a “founding father” of electronic graphic design for the screen.

Pittard Sullivan’s services include strategic planning, branding, design, and advertising, with a focus on digital media and television.

Billy Pittard is considered as a pioneer in the media and entertainment design business with over three decades of experience.

His innovative approaches to design, communications, education, and digital technologies have been tapped by major brands all over the world.

His work has ranged from award-winning graphic design to breakthrough digital animation to world-class brand strategy to game-changing interface design and innovation with digital platforms.

Billy’s creative philosophy of “good ideas well-executed” has been the hallmark of his work and has kept his creative solutions.

His body of work spans over 200 television network brand identities around the world, hundreds of main titles for television and film, pioneering work for numerous revolutionary digital media platforms, unprecedented educational programs, as well as numerous on-air TV promotions and commercials.
Pittard Sullivan
Billy Pittard

An identity spot for Los Angeles’s Spanish-language Channel 22

An original identity for CTV, a Canadian television station

FOX

Kabel 1; One of Germany’s biggest TV stations
An interface for the TIVO

Fox Family branding from TV to Web
Pittard Sullivan has been honored with over 700 international industry awards, including five Emmy Awards.

Mr. Pittard continues to serve as Pittard Sullivan’s creative leader.

Co-CEO and President Ed Sullivan, a veteran advertising professional with over 20 years of experience in marketing communications, has personally overseen the launches of more than 250 media brands within the broadcast and interactive media, worldwide. Mr. Sullivan has served on the Board of the Academy of Television Arts and Sciences, and is credited for successfully positioning Pittard Sullivan as the world leader in entertainment marketing and image branding.
Billy Pittard began his career in 1976 at WNGE-TV in Nashville (now WKRN) where he quickly rose to the position of Art Director. After attracting national attention for his innovative work, in 1984 he was recruited by KCBS-TV in Los Angeles where he became Manager of Design. In 1986 he formed Pittard Design, later named Pittard Sullivan and proceeded to build the world’s leading creative service group for the entertainment and media industry. With offices in Los Angeles, New York, London, Munich, and Hong Kong, the company was the recognized leader in its field with a truly global presence. Services included design for all media, brand strategy, and marketing communications. Primary lines of business for the company were branding television networks, convergent media strategy, and interface design for emerging digital media platforms.
AWARDS
2004 Emmy Award
Interactive Television: “DIRECTV NFL Sunday Ticket”

2001 BDA Gold Award
TiVo Animated Open

1995 CINE Golden Eagle
Best Documentary: “Wings Over Europe”

1994 Monitor Awards Finalist
Opens & Teases: “Wings of the Red Star”

1989 Kodak International Photo Awards
Finalist: “Pelican Sunset”

EDUCATION
Lafayette College, Easton, PA
B.A. Business and Economics, 1989

Rockport Film & Television Workshops
Cinematography, 1994

OTHER QUALIFICATIONS
Professional Photographer
Clients include Discovery Channel, ABC, MGM, Learning Channel

Dual citizenship US / UK
REFERENCES

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http://company.monster.com/psul/

http://www.alexadams.net/

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