



Pedro Suárez

Pedro Suárez, a specialist in authenticity, creates work that resonates with audiences because of its warmth and genuine tone. He's found his niche eliciting moving and personal testimonials from ordinary people, as well as bringing real-life authenticity to projects involving actors. His eye is sharp, and his directing style reflects his ability to find the emotional moments in any environment.

Pedro was born and raised in Mexico City. In 2007 he graduated from NYU's Tisch School of the Arts, where he directed some award-winning short films. Since then, he's directed TV commercials and digital content around the world, working with agencies including McCann Erickson, Ogilvy, 22squared, Big Spaceship, and Publicis for brands such as Dove, Nestlé, Publix, Samsung and Pond's among others. His work has been featured in numerous publications, including Ad Age, TIME, The Huffington Post, Creativity, In Style, Adweek, Cosmopolitan and The Guardian. Pedro is represented for the Hispanic US Market by Carbo Films.