



# Peter Stern

**Seasoned strategist with over 20 years operating experience at the nexus of hardware, software, content and services**



**2023 – Present**  
President, Integrated Services



**2021 – 2023**  
Head of Marketing, Services, and Vice President, TV+, Sports, News+, iCloud+, Fitness +, Books, Arcade and Apple One

**2020 – 2021**  
Vice President, Services, Video, News, Books, iCloud, Advertising, Fitness + and Apple One

**2018 – 2020**  
Vice President, Video, News, Books, iCloud and Advertising Services

**2016 – 2018**  
Vice President, Cloud Services



**2012 – 2016**  
Executive Vice President and Chief Product, People and Strategy Officer

**2008 – 2012**  
Executive Vice President and Chief Strategy and Corporate Development Officer

**2005 – 2008**  
Executive Vice President, Product Management

**2004 – 2005**  
Senior Vice President, Strategic Initiatives

**TimeWarner**

**2001 – 2004**  
Vice President, Strategic Initiatives

## The Right Leader to Take Peloton to the Next Level

- Track record of driving sustainable growth through innovation
- Brings meaningful expertise in scaling differentiated technology-oriented platforms
- Experienced operator of complex, subscription-based businesses
- Product innovator who has been awarded 30+ patents, mostly in content technology
- Embodies Peloton's core values, including operating with a bias for action and empowering teams of smart creatives

### How do you practice health and wellness?

Cardio & strength, family & friends, sleep, real food and music

### If your life had a theme song, what would it be?

Piano Man

### Three words to describe your leadership style?

Empathetic, inquisitive and decisive

### What are the most important qualities a team should have?

Care about the customer, the company and each other

### What's your favorite food / favorite cheat meal?

Chicken cutlet and my wife's homemade popovers!



“  
**Working for Peloton is a dream come true**

My goal is to help millions of people live longer, healthier and happier lives. Peloton, with its unique combination of people, products, and passionate Members provides me an opportunity to do just that. I am excited to link arms with our dedicated Lead Team. I am awestruck to personally get to know our talented instructors. And I am humbled to work alongside our thousands of purpose-driven team members to change even more lives for the better.”