

## Who is Mark Bilfield?

Mark is seasoned marketing and advertising executive.

He has directed new product launches in fiercely competitive industries including automotive, consumer electronics, computer, photographic, fast food, motorcycle, toys, self-storage/real estate and travel.

Mark is strategically focused yet creatively driven. He has a reputation of being a high-energy leader, brand builder, connector and intuitive problem solver.

## Expertise

- Big Brand experience: Toyota, Nissan, Canon, Public Storage, FujiFilm, Pizza Hut, Mitsubishi Electronics, Australia Tourist Commission, Toshiba, Suzuki, P&G
- Top ranked ad agencies: TBWA\Chiat\Day, Saatchi & Saatchi, Dentsu, Y&R
- Integrated Marketing expertise
  - ✓ Interactive and new media
  - ✓ Strategic Alliances
  - ✓ Direct Marketing
  - ✓ Lifestyle/promotions
- Organization and team building
- Extensive network of professional contacts

## How We Work

- Listen and discuss your project objectives
- Develop a proposal
- Agree on project scope
- Sign a letter of intent
- Commence work
- Measure the results
- Help you with your next project

## Services Provided

- Marketing and advertising program development
- Management counsel
- New Business leadership
- Conflict resolution
- Identification and negotiation of strategic partnerships
- Contract negotiation
- Executive recruitment