

Rob Fields

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Experience

Festival of the New Black Imagination/nbifestival.org

Chief Curator & Producer

October 2011 – Present

Produced an arts & culture festival dedicated to forward-looking, global black culture. In its first year, 200 people experienced 14 sessions, 25 speakers and 4 musical performances drawn from the arts, culture, media and business. Speakers included playwright **Dominique Morisseau**; futurist **Dr. Nat Irvin II** of the University of Louisville School of Business; Grammy winning guitarist from Living Colour, **Vernon Reid**; cultural critics **Greg Tate** and **Toure**; visual artists **Sanford Biggers** and **Wangechi Mutu**; and technologist **Wayne Sutton**, who was featured on CNN's **Black In America 4**. Working with black literary group **ringShout** and theater group **The New Black Fest**, the Festival also included staged readings of work by authors **Danzy Senna**, **Jabari Asim**, and **Tiphonie Yanique**.

- Crowdsourced the festival funding; managed P&L and brought the Festival to net profit in Year 1.

Drom NYC

Freelancer programmer

February 2011 – Present

Partnered with this Lower East Side music venue to book revenue-driving shows. Artists booked include Grammy nominee **Gregory Porter**; soul artists **Avery*Sunshine** and **Julie Dexter**; Ethiopian-American hip group **CopperWire**; Kenyan electronic group **Just A Band** (US & NYC premiere); indie singer **Marilyn Carino**; up-and-comer **Mara Hruby**; and the **American Beatbox Championships** semi-finals, to name a few. Also provided marketing outreach to key music media outlets such as *Okayplayer.com*; *The Couch Sessions*; *AfroPop Worldwide*; and *Fusicology*.

Online Publishing

Bold As Love Magazine/Boldaslove.us

Publisher & Editor

2007 - Present

Oversee all aspects of this online magazine dedicated to progressive black culture. The focus is largely on music, but the magazine also cover books, film and theater. I manage a small group of contributors. The site attracts approximately 5,000 views per month, and was an *Ebonyjet.com* Editor's Pick in 2009.

Marketingpopculture.com

2004 - 2008

Wrote, edited and published this blog that focused on the intersection of marketing, popular culture and the ecology of business. The blog was a 2006 finalist for MarketingSherpa.com's "Best Business Blogs" competition.

Marketing/Business Development

The Promotion Marketing Association, Inc.

Director of Member Services

July 2005 – Present

Responsible for developing content that the Association can market and monetize, specifically online and offline events, products and services. Provide P&L and marketing management, as well as oversight of related sponsorship and research efforts. Start-to-finish development, execution and marketing & audience development of association content plays, as examples:

- *2011 Digital Shopper Marketing Summit*. Speaker acquisition, site selection, committee management and marketing, which returned 34% over revenue goals.
- *Annual Conference Resource Book*. Conceptualized, marketed and managed a call for papers that resulted in 30 papers and several additional speakers to our annual conference. Self-liquidating book brought in net profit from ad sales.
- *Peer-to-Peer groups*. Managing outreach and development of topics for senior share groups of marketers, agency heads and in-house counsel at member locations around the country.
- *REGGIE Awards*. For the Association's 2010 marketing awards, exceeded table sales by 50% over 2009.
- *Annual Marketing Conference*. Managed a 3-year partnership with Yahoo! that brought in \$120,000. Also secured senior presenters from companies such as **McDonald's**, **MasterCard**, **General Electric**, **ING Americas**, **Coca-Cola**, **Campbell Soup**, **Nintendo**, and **Warner Bros.**, to name a few.

The Dudley Group, Inc.

January 2004 – May 2005

Senior Marketing Consultant

- Oversaw a **Promotion Marketing Association/Northwestern University** research study on integrated marketing ROI. Responsibilities included managing the relationships with sponsors, overseeing Northwestern research associates, third party research vendors, data analysis and development of final deliverables.
 - Successfully sold nearly \$150,000 in study sponsorships to senior executives at **Visa USA, Unilever HPC, Kraft Foods, Kimberly-Clark, and Loews Cineplex.**

RENEGADE MARKETING GROUP, INC. (a Dentsu affiliate) New York, NY.

August 1999 – March 2002

Account Supervisor, Guerrilla Services.

- Agency lead on **IBM developerWorks** (an online resource targeting **software developers**), as well as ongoing event work for **Panasonic**. Managed \$2 million annual guerrilla marketing budget.
 - Oversaw production of 12 events over a two-year period in Silicon Valley, Boston and Seattle that were conceived to integrate IBM into the developer community and improve software developers' initial low opinion of the IBM brand.
 - Senior member of the team whose work resulted in IBM being named one of **Brandweek** Magazine's 2001 "Guerrilla Marketers of the Year."
 - Exceeded Web site registration goals by 30%.

*African-American/Community***UNIWORLD GROUP, INC. (a WPP affiliate).** New York, NY.

July 2002 – July 2003

Account Supervisor.

- Sourced, structured and negotiated **Burger King's** \$750,000 sponsorship of the 35-city **2003 Scream Tour 3**, featuring teen sensations **B2K**. Managed Burger King's \$500,000 presenting sponsorship of the 25-city **2003 UniverSoul Circus Tour**. In both cases, oversaw development and implementation of in-store, consumer elements for all programs including POP, discount coupon programs, sweepstakes, web sites and related in-market events. Managed cross-functional teams that included field marketing, PR, event marketing, as well as coordination with partner agencies, vendors, promoters, agents and agency senior management.
 - 13% increase in brand affinity measures among African-American youth target
 - Media for Scream Tour generated over 180 million impressions

RONIN MANAGEMENT, INC. New York, NY.

June 1996 – July 1999

President.

- Secured and negotiated theatrical exhibition agreement and spearheaded the self-distribution effort behind **Bridgett M. Davis'** debut feature, **Naked Acts** whose core audience was **African-American women**. Planned and oversaw all marketing, which included grassroots and Internet marketing, targeted publicity, strategic advertising. Secured corporate sponsorship of the film's premiere by **AXA Financial**.
 - Theatrical release of **Naked Acts** returned 60% on its initial marketing investment.
- Sold sponsorship packages for the 1999 **Urbanworld Film Festival**. Oversaw development of target lists, as well as sponsorship fulfillment.
 - Successfully secured participation of **the Sony Hi-Definition Center and Polo Ralph Lauren.**

KINDRED SPIRITS PRODUCTIONS. New York, NY.

December 1994 – June 1996

Associate Producer and Publicist.

- Planned and executed PR campaign for Bridgett Davis' independent feature film **Naked Acts**.
 - PR efforts raised over \$150,000 in production financing from private investors.
 - Key PR placements in such outlets at **The New York Times, The Wall Street Journal, and The Washington Post, and Interview Magazine.**

BLACK ROCK COALITION. New York, NY.

June 1992 - May 1994

Director of Public Relations

Oversaw all industry and media outreach for this non-profit arts organization dedicated to providing community and support for black rock and alternative musicians. Organized several successful panel discussions that engaged both the music industry as well as the general public.

OTHER EMPLOYMENT**CAPITOL RECORDS.** New York, NY.

May 1994 – December 1994

Associate Director, Publicity & Media Relations.

Honors

2012: Invited to TED2012

2009: Boldaslove.us named ***EbonyJet.com's*** "Editor's Pick"

2006: MarketingPopCulture.com was a Finalist for MarketingSherpa.com's "Best Business Blogs" competition.

2001: Senior member of the team that won IBM honors as one of Brandweek's "Guerrilla Marketers of the Year"

Public Speaking

2012: Panelist for Pew Center for Arts & Heritage (Philadelphia)

2010: SXSW Music panelist (Austin, TX)

2009: SXSW Music panelist

2009: Panelist @ Indiana University's Black Rock Conference (Bloomington, IN)

2009: CMJ Music Marathon panelist (NYC)

Education

CARNEGIE MELLON UNIVERSITY, Pittsburgh, PA.

B.A. in Professional Writing.

Interests

Music; Comics; Wing Tsun Kung Fu (9th student level); Occasional DJing