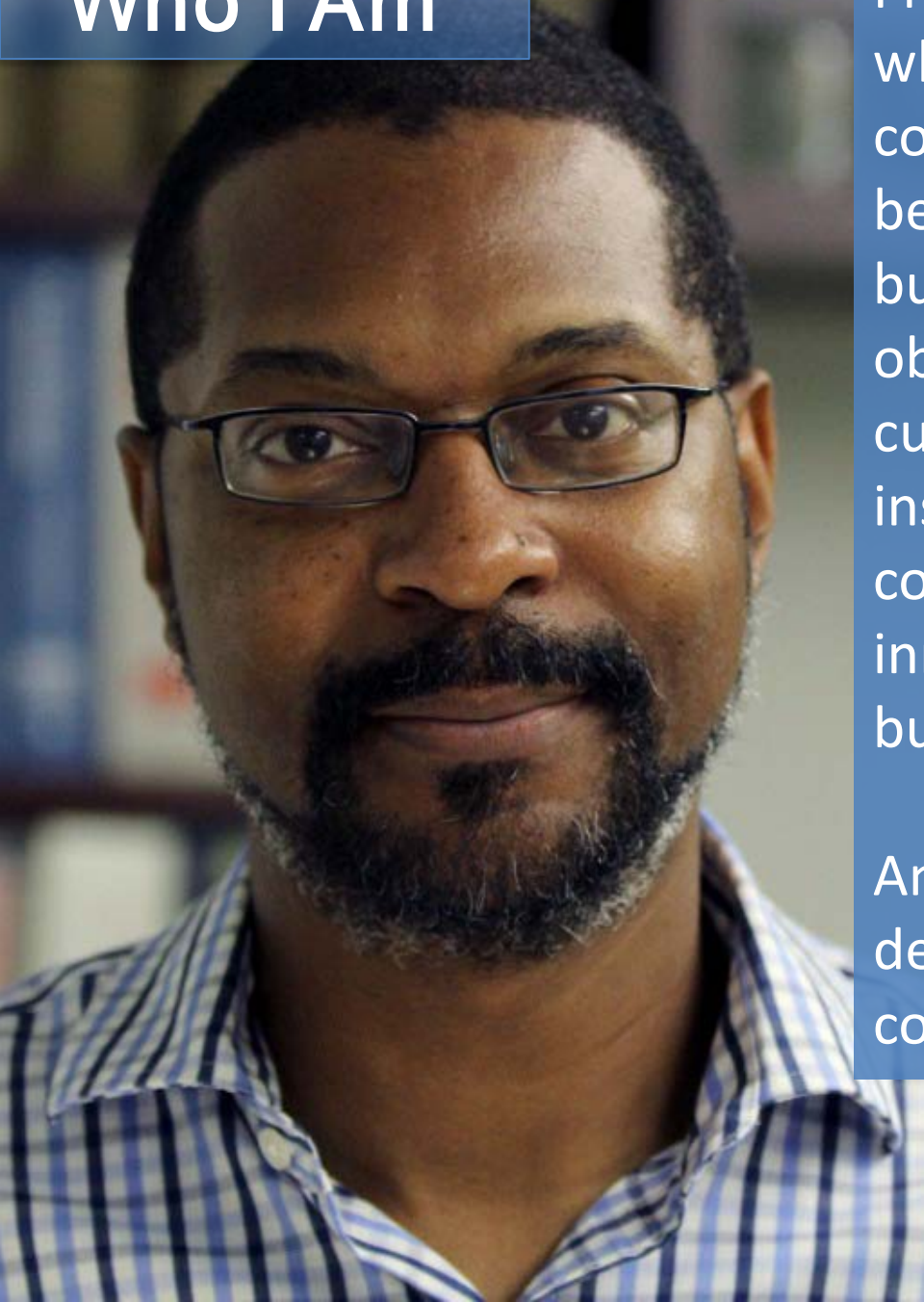




Rob Fields

Strategist at the intersection of
marketing, business & contemporary culture

Who I Am



I'm award-winning marketer who's passionate about helping companies solve the disconnect between their brands, their business and marketing objectives, and contemporary culture. I translate cultural insights into strategy, activation, content, thought leadership, innovation and overall brand building.

And it's not just theory and slide decks: I build content, community, and experiences.

Highlights



- Reggie Awards gala sales efforts exceeded goals by 50% YOY
- Developed & managed Yahoo! partnership that accounted for \$120,000 over 3 years
- Planned & produced our Digital Shopper Marketing event that exceeded revenue goals by over 34%
- Led two (2) shopper marketing studies that were published in Brandweek in 2008 and 2009
- Raised nearly \$150,000 in research sponsorships from Visa, Unilever, Kraft, Kimberly-Clark and others to fund joint research with Northwestern University
- Sourced, structured & negotiated the QSR's \$1.2MM sponsorship of a 35-city music tour
- Oversaw development of consumer-facing elements including POP, coupon programs, sweeps, Web sites and in-market events
- Increased BK's brand affinity measures among AA youth target by 13% above goal



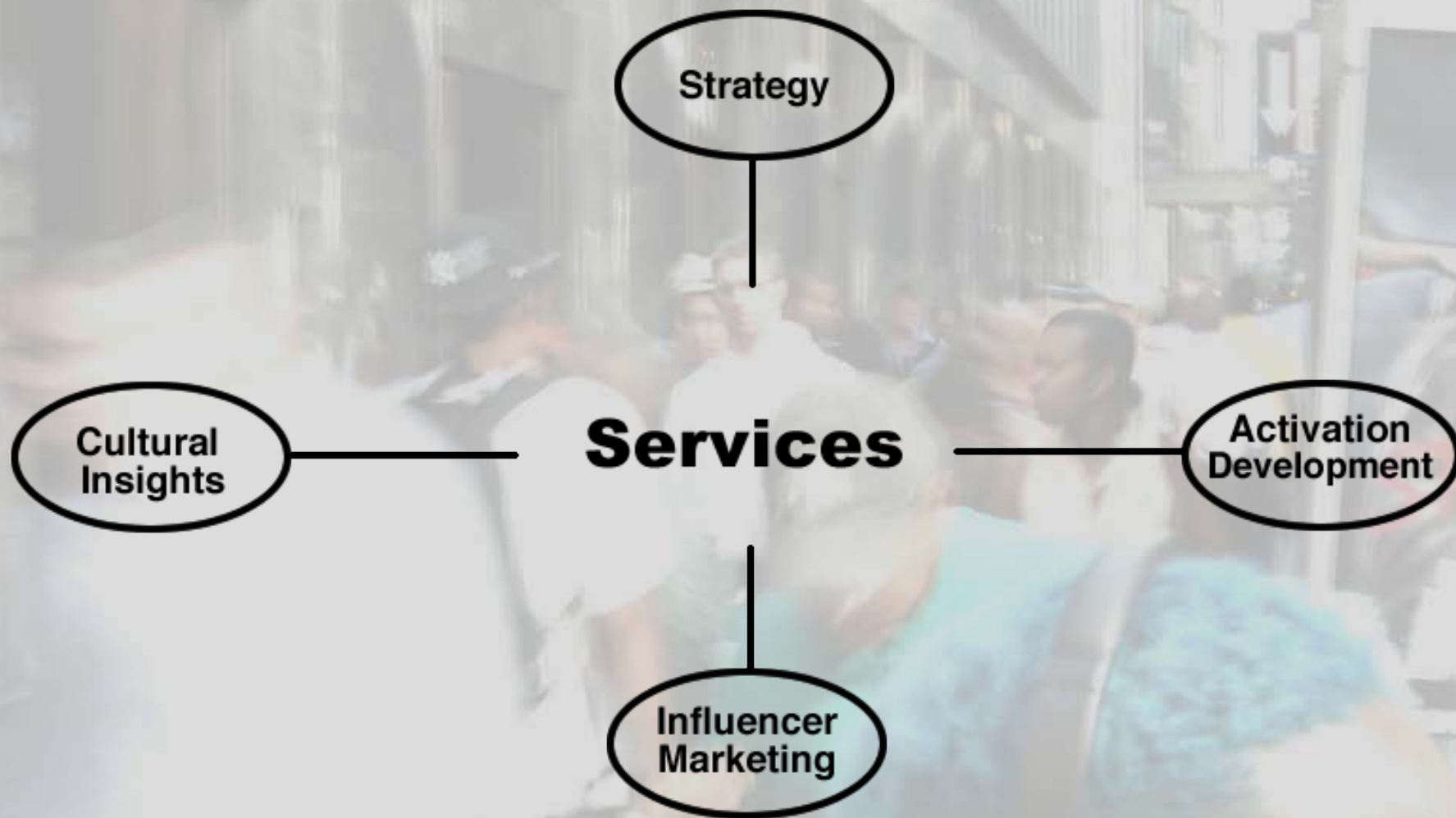
Highlights



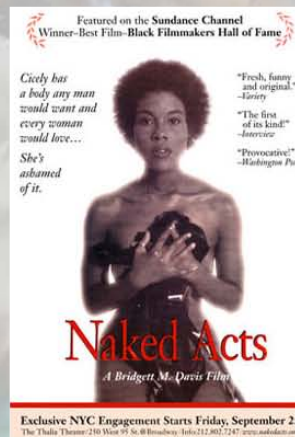
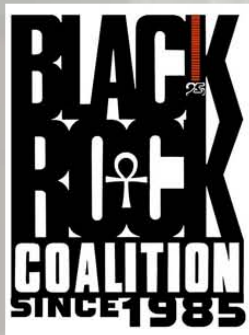
- Conceived and produced this TED-inspired arts & culture festival that celebrates forward-looking, global black culture
 - Leveraged insights & relationships developed from leading black alt magazine *Bold As Love* into an exciting offline event
 - In its first year, 200 people experienced 14 sessions, 25 speakers & 4 musical performances drawn from the arts, culture, media and business
 - Crowdsourced funding; managed P&L and yielded a year one net profit
-
- Managed \$2MM guerrilla marketing budget as agency lead on IBM developerworks, overseeing production of 12 national events
 - Applied psychographic insights on developers that enabled the creation of seamless IBM integration into the tight-knit developer community
 - Exceeded site registration goals by 30% & made developerWorks the go-to resource through which IBM connected to the developers.
 - IBM was named one of Brandweek's "Guerrilla Marketers of the Year" in 2001



What I Do



Who I Do It For



Where I Talk About It

Forbes

psfk

CMJ

BRANDWEEK

Bold As Love
MAGAZINE
music, culture & the new black imagination

The Washington Post



n p r

THE
HUFFINGTON
POST

Writing

Forbes

psfk

ROB
FIELDS

June 30, 2014

Four Forces Driving Contemporary Culture Deeper Into Organizations

<http://j.mp/4forces>

April 7, 2014

Culture As Competitive Advantage For Marketers

<http://j.mp/CompAdvtg>

August 6, 2014

Three Lessons From Toyota's "Swagger Wagon 2"

<http://j.mp/SwagWag2>

March 13, 2013

How Brands Can Provide Cultural Leadership

<http://j.mp/brandslead>

Full PSFK archive:

<http://www.psfk.com/author/rob-fields>

July 23, 2014

Six Reasons For Google Glass's Slow Adoption

<http://j.mp/6Glass>

June 29 2014

Apple & The Cultural Proficiency Loop

<http://j.mp/AppleProLoop>

What They Say

Kevin Brockenbrough, VP/Planning Director, Burrell Communications:

“We hired Rob to update our agency on cultural shifts and key influencers. His presentation was highly engaging and our Creative department still uses it as a source of new ideas. We also worked with Rob on a project where he provided recommendations on how to rethink our approach to leveraging existing client programs and he provided some very innovative solutions. Rob is creative, integrates quickly into your team, and quickly gets an assignment’s goals. I would recommend him highly and hope to work with him again very soon.”

Pam Henning, former SVP, Strategic Marketing, The Weinstein Company:

“Rob is an innovative thinker, the tipper of ‘the tipping point’, and a roll-up -your sleeves get it done guy. He's an invaluable professional asset!”

Howard Duffy, Founder, HTDSTUDIO DESIGNOFFICE:

“Rob has a positive, relentless approach to putting people and resources together. A true leader who is literally crackling with fresh ideas, strategies and dynamics that are key to successful marketing.”

Where You Can Reach Me



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