

WHAT WE DO

Bilfield Marketing Intelligence provides marketing and advertising solutions, management counsel and recruitment services to corporations, advertising agencies, public relations firms, and sales promotion agencies. We have the ability to harness the most effective resources to achieve your goals with minimal dilution of time and energy from your existing staff.

SERVICES WE OFFER

Corporations

1. Management Counsel
2. Integrated Marketing Consultant
3. Identify and negotiate strategic partnerships
4. Sports marketing sponsorship negotiation
5. Reorganization of marketing communications departments
6. Market Research
7. Strategic Counsel for potential line extensions and new product development
8. Interim Chief Marketing Officer or Chief Communications Officer
9. Strategic development and execution of trade show exhibits
10. Liaison with multiple marketing resources: domestic and international
11. Analysis of external marketing resources
12. Dealer travel and incentive programs
13. Agency and strategic partnership contract negotiation

Advertising, PR, Promotion, and Media Organizations

1. Management Counsel
2. New Business Leadership
3. Interactive, Lifestyle/Promotion, PR, Collateral and Direct Marketing programs development and implementation
4. Contract negotiation with strategic marketing partners
5. Interim Account Management
6. Client/Agency conflict resolution
7. Domestic and International Agency and Client Liaison
8. Key contact introductions and targeted networking
9. Team building and reorganization
10. Retained Executive Search

KEYNOTE SPEAKING ENGAGEMENTS

Mark is available to speak at your marketing event

- New Zealand Advertising Association - Wellington and Auckland
- Internet World — ADWEEK Forum
- TransWorld Magazine Snowboarding Conference, Girdwood, Alaska
- USC Marshall School Business
- Cal State Fullerton
- Occidental College
- Advertising Education Foundation
- Ad Age SF, Adver Net 2K.1

EXECUTIVE RECRUITMENT

Put our "Golden Rolodex" to work for you.

- Exclusive Retained Search
- Competitive Fees