

BILFIELD
MARKETING INTELLIGENCE



For more than 30 years, Mark Bilfield has astutely led some of the world's most prominent brands to success via unique marketing and advertising solutions.

As a respected leader in domestic and international marketing, he has been able to leverage his vast experience across a wide spectrum of media. Mark has worked with CEOs and founders of start-ups, developing innovative marketing strategies and tactics for existing and new product launches. He also has counseled Forbes 500 CEOs and “C Suite” executives about how to maximize the efficiencies of their marketing expenditures.

Some of his projects involved reorganizing corporate marketing teams and strategic partnership contracts. Mark’s clients are diverse in size and industry, including travel, automotive, media tech, self- storage, and philanthropy. As Senior Vice President, Chief Marketing Officer at Public Storage (NYSE), he was one of the key executives to lead the \$5.5 billion acquisition of the company’s largest competitor, Shurgard self storage. To ensure the successful integration of the two entities, Mark directed an entirely new branding, corporate identity, marketing, and advertising campaign.

Mark's senior executive roles at top-ranked worldwide ad agencies are well respected throughout the marketing communications industry. His leadership contributed to making Chiat\Day an enthusiastic believer of B-C Marketing by winning the International Diamond and Gold Echo Direct Marketing Awards within the first two years of managing that group.

Mark was one of five team leaders to win Nissan's \$150 million account, the largest account switch in the advertising industry at that time. During the period of 11 years, he helped grow the global account budget to more than \$1 Billion. His sensibilities and unique understanding of international culture resulted in added responsibility for Nissan’s international business and winning the Nissan account in six countries within one year of the merger of TBWA and Chiat\Day.

While at Saatchi & Saatchi, Mark rapidly grew the Integrated Marketing Group for the national \$400 million Toyota account by close to 25% of the entire agency workforce. This was achieved by developing strategies for a new way of thinking and negotiating marketing partnerships that extended the advertising in a totally non-traditional manner.

Mark's reputation and outgoing personality resulted in becoming the President of the Los Angeles Advertising Agency Association and Chairman of the 4 A's Interactive Committee where he led several industry initiatives.

As strategic partners with Mark's clients, Home Depot, Time Inc., MSN, Princess Cruises, American Lung Association, Universal Theme Parks, and many others benefited by his superb marketing ideas and competent program execution. Mark's Best of Class Interactive and Lifestyle programs helped to propel the Toyota Camry, Matrix, Tundra, and the other Toyota models to unprecedented sales achievement.

During Mark's daily bike rides are where some of his most innovative marketing ideas are formed.

What do all these companies have in common? Mark Bilfield has contributed to their growth and success.



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