



## Mark Schofield - Biography

### Areas of Expertise

- Account Leadership
- Agency Brand Positioning
- New Business Planning/Acquisition
- Creative Product Improvement
- Career Development Planning
- Marketing Planning
- Excellence through Innovation

Since 2003, Mark Schofield has run his own agency and consulted with numerous other agencies, including members of Second Wind. He helps agencies create cultures of excellence by focusing on the innovative thinking necessary to succeed in the rapidly changing marketing communications business.

“Our industry spends a lot of time talking about technology, new media, and integration,” says Mark. “If we spent more time focusing on creating leaders, we would be able to build that coveted technology, new media, and integration that would actually make clients more successful.”

Mark recently published a book on account management titled *The Golden Football: Replacing Account Service with Account Leadership*.

Mark is a Michigan native and a Communications graduate of Michigan State University. He earned his M.B.A. in Marketing from Cornell University, Johnson Graduate School of Management.

Mark Schofield joined McKinney-Silver in Raleigh, North Carolina, where he spent eighteen years as a senior member of the agency. Mark became a partner while running the largest accounts in the agency, led their new business effort, and served on the agency’s Executive Committee. Under his tenure, his accounts won virtually every national advertising creative award. Mark focused on creating client brand successes, and drove agency growth from \$50MM to over \$300MM in billing for this award-winning, nationally recognized creative powerhouse.

Mark also spent ten years on the client side in packaged goods marketing firms. He was Group Product Manager at Jenon’s Frozen Food Company where he



launched four successful new products in one year; three became the most successful new product introductions in the history of the company, generating over \$40MM in incremental annual sales. Mark was also Senior Brand Manager at Brown and Williamson Tobacco, working with the Raleigh and Kool Super-Light accounts, and promoting Barclay Cigarettes—the most successful new product in a decade with over \$250MM in annual sales. Mark started his packaged goods career as a Marketing Manager at Arnold-Oroweat Foods Company.

During his eighteen years at McKinney-Silver Advertising in Raleigh, North Carolina, Mark moved from VP Account Supervisor on accounts including Norwegian Cruise Line, Wonder Bread and Hostess Twinkies, to Senior VP/Partner. From this leadership position, he led a major re-positioning of Royal Caribbean Cruise Line, the agency's largest account and second largest cruise line in the world, from a cruise line to a leading vacation brand. Mark created the first-ever Travel Agent Co-Op program. As a key strategic partner, he helped the company grow from \$700MM to \$2.5 billion in sales in 6 years.

Mark partnered with Karastan Carpeting and Rugs to reposition the company from selling high quality floor coverings to being perceived as a home furnishing fashion leader. Sales increased 34% in 3 years. The campaign was a Kelly Award finalist. Mark also led major new business wins including Royal Caribbean, Fieldcrest Cannon, Hunter Fans and Sunkist Juices.

As Senior Vice President, Executive Group Director, Mark headed the largest account group, played a critical strategic-partner role for clients, led new business development, and set the direction for the agency as a member of the Executive Committee. He also developed the repositioning for Amaretto Disaronno Liqueur that resulted in 11% sales growth; increased the size of new business account wins from \$5-10MM to \$30+MM by coordinating pitches to Aetna, XO Communications and Nasdaq. Mark led the winning new business presentations for wins totaling \$1 billion in billings. Other accounts that Mark handled include Aetna Inc., First Citizens Bank, Midway Airlines, Krystal Hamburgers, and No Nonsense.

Mark wound up his career at McKinney-Silver by writing the business plan for the agency that led to selling the agency to Havas.



## Consulting Case Studies

### **2006 -- Eisner Communications, Baltimore, Maryland** ***Consultant/Director of Account Leadership***

Brought in to provide leadership for the account group, Mark's role evolved quickly to a broader charter that included overall agency direction and internal operations.

- Re-structured the account group to get the "right person in the right job doing the right things"
- Re-named the department from account service to account leadership; taught employees and clients how to work within an agency leadership model
- Integrated traditional advertising, public relations, and interactive into a force that increased billings on current accounts by almost 20%
- Led the development of their first agency brand positioning
- Created a more powerful approach to new business
  - Identified more selective target accounts that fit staff strengths
  - Improved presentation skills of senior presenters
  - Expanded geographic reach and size of "dream prospects"
  - Won the Under Armour interactive account

### **2004-2005 -- The Stone Agency, Raleigh, North Carolina** ***Consultant/Chief Operating Officer***

Rapidly accelerated the culture change of this small, entrepreneurial advertising agency into a creatively-driven, professional shop.

- Created over 15% revenue growth by teaching staff how to up-sell current clients
- Created their first formal new business program, including prospect criteria, prospect solicitation planning and execution, how to prepare and make a winning pitch, and how to leverage the agency's assets to create and deliver a "best-in-category" positioning
- Won four new pieces of business in 2005
- Taught the agency how to unearth fresh, inspiring insights with a unique planning process for both creative and media.
- Won the most national creative awards in the history of the agency

### **2002-2004 -- Jennings and Company, Chapel Hill, North Carolina** ***President, Chief Operating Officer***

Transformed a small ad agency into a mini-powerhouse by creating an agency identity, improving staff skill levels, replacing staff with upgraded talent,



dramatically improving the creative product, and winning six pieces of new business to increase the annual billings by 45%.

- Won new business by totally revamping their approach to target larger accounts (\$5-\$10MM) and selective industries, expand the geography, upgrade the materials, hire a telemarketer, and improve the quality of RFP responses and presentations
- Created improved advertising and creative ideas by developing standards of excellence, improving the creative briefs, and finding the “golden nugget” for each brand
- Won the agency’s first national advertising awards, including: Gold and Silver Aster awards for healthcare; Telly Awards for three different clients; and the agency’s first national PR award as a finalist in the Sabre Awards
- Transformed account service into “account leadership,” from a passive service function to a proactive account management team; increased revenue on current accounts by 19%
- Major agency accounts -- Volvo Trucks, Time-Warner Cable, Lowe’s, UNC Healthcare