



## Paul Field – Biography

### Areas of Expertise

- Agency Management
- New Business Acquisition
- Operations

Paul Field is president of FieldVision, a new business, marketing/advertising strategy and management consultancy to agencies. He has led 28 successful new business account acquisitions and recently helped a small Baltimore agency win the Charles Town Races & Slots gaming account.

Paul was formerly Senior Vice President, Partner and Account Leader at Carton Donofrio Partners (RM&D), then a \$122 million marketing communications agency in Baltimore, MD, where he spent 17 years. Yale-educated, Paul received his basic training in advertising in New York at Young & Rubicam, client side marketing at Avon, and five years managing the Washington office of Grey Advertising. He has broad experience including AstraZeneca, DuPont, Ryland Homes, Roy Rogers, Lucite, Charles Town Races & Slots, BGE, Riggs, Choice Hotels and Maryland Tourism (see a complete list below).

In his consulting practice, Paul has completed assignments for advertising agencies ranging from a few weeks to over a year, and including: Trahan, Burden & Charles, Pavone, the CotterTeam, Siquis, Robert Michael, Sass, Love & Company, Baublitz Advertising, Nasuti & Hinkle, Sutter Group and Barry Group.

He also handles a few clients directly including 18 years with Lucite International. Paul is a frequent national speaker and author on marketing topics, with articles on Branding for Growth: How to Develop a Brand that Builds Business; Top Ten Tips to Drive Customers to Your Dealership; and Turning an Undecided Shopper Into a Committed Buyer.

### Honors

- Who's Who in the East
- Who's Who in the South and Southwest
- Who's Who in America
- Board of Governors, Maryland Joint Child Support Council
- Board of Trustees, Radio Mass of Baltimore
- Board of Directors, Provoke Radio Inc.



### Clients and New Business Acquisitions

- Gaming – Charles Town Races & Slots
- Health and Beauty Aids – Avon Products, AstraZenca CV, Pfizer
- Hearth and Home – Ryland Homes, Lucite Spas and Bathware (14 years),
- Baltimore Gas & Electric (13 years), DuPont WeatherFront home siding, DuPont
- FuturStyle furniture fabric, Sakrete Cement, Jenigere Furniture, Routzahn's
- Furniture, The Lumber Yard
- Tour and Travel – Choice Hotels, Maryland State Tourism, Montgomery County
- (MD) Tourism, Osceola County (FL) Tourism, Eastern Airlines
- Financial Services – Riggs National Bank, Dauphin Deposit Bank, Bank of
- Baltimore, Florida National Bank, Citizens Savings & Loan, Central Charge Card,
- F&M Bank, Liberty Bank, Pioneer Savings, Carroll County Bank & Trust, Public
- Financial Management, Glatfelter Insurance Group
- Restaurants – Roy Rogers (Marriott), Shakey's Pizza (at two agencies), Altland
- House Restaurant and Catering
- Sports – Rawlings Golf
- Retail – Crown Central Gasoline, Saks-Jandel, White Flint Mall, Springfield Mall
- Social Marketing – Maryland Child Support Enforcement Administration, THE
- ASSOCIATED: Jewish Community Federation of Baltimore, U.S. Department of
- Transportation (national drunk driving), Howard County Schools
- Other Federal, State and Local Government – White House, BWI Airport (12
- years), Port of Baltimore, Maryland Economic Development, University of
- Maryland University College
- Media – Public Broadcasting Service (PBS), WLIF-FM radio
- B To B – DuPont Thermal analyzers, BioQuest, ARINC, Avineon