



paul wilson

Title:

Chief Strategy Officer

Employee Since:

Strategic Partner 2002

Responsibilities:

The message of brands. To discover and ensure that the single most differentiating, relevant and interesting brand idea emerges for each client brand.

Client Experience:

All Felder Clients

Baja Boats, Sea Ray Boats, Bayliner Boats – Pleasure boat category

Johnson, Evinrude, OMC – Marine power

Toblerone, Suchard Chocolates – Premium chocolates

Jolly Rancher, Good & Fruity, Good & Plenty, Whoppers, Milk Duds – Candy snack products

Bronson Methodist Hospital, St. Vincent Hospital/Erie PA, McLaren Medical Center,

University of Chicago Hospital/Chicago IL, Deltal Dental – Healthcare

Citicorp, Household Bank (div. of Household Finance), Union Planters Bank, D&N Bank, Empire Bank, Monroe County Bank – Financial

Naxel, Excenel, Lutalyse, Antirobe, Pharmacia Corporate – Animal health

Asgrow, Valent – Agronomic marketing, vegetable seed marketing, ag-chem

S.O.S steel wool soap pads, Bon Ami, New Products – Household cleaning products

Jovan, Yardley of London – Health & beauty aids

One-a-Day Vitamins, Flintstone Vitamins, Bugs Bunny Vitamins – Vitamins

Kraft Miracle Whip, Kraft Mayonnaise, Pourables – Salad dressings

Kitty Litter, Happy Cat cat food, Lucky Dog dog food – Pet products

X-Rite – Color technology

Professional Experience:

Biggs|Gilmore – Senior Vice President/Strategic Planning

NW Ayer/Chicago – Vice President/Director of Research and Strategic Planning

Euro-RSCG Tatham/Chicago – Group Director of Research and Planning

J. Walter Thompson/Chicago – Research Associate

Jovan/Yardley of London – Assistant Director of Market Research

Education:

M.A. Communications/Consumer behavior emphasis

Northwestern University/Chicago – 1979

B.S. Communications

Michigan State University - 1978