



Barcelona Virtual

The Agency of the New Brand



Biography of Paul Fleming

FOUNDER OF BARCELONA VIRTUAL, SENIOR CONSULTANT,
PRESIDENT OF FLEMING, TORRA & ASSOCIATES, SPEAKER & AUTHOR

Paul Fleming has **29 years of experience** in Product Development, Sales and Marketing (seven of which were spent in Microsoft Corporation in the United States and Germany). Since 1994 he has served as **President and Senior Consultant** of European interactive agency Barcelona Virtual in Spain, of which he is founder.

His Consulting clients have included *Playstation, Cofidis, Havas Media, Iberia, Jazztel, Philips* and *Sage* among others.

WITH MICROSOFT IN MOSCOW, SIDE BY SIDE WITH BILL GATES

During 1989-1990, Mr. Fleming directed a **team of Soviet programmers** in the development and localisation of the first Microsoft products in Russian, which he presented together with **Bill Gates in Moscow**.



Between 1990-1993 in his role as Marketing Director for Eastern Europe and Russia, he was responsible for all of Microsoft's Marketing and Advertising activities in those markets.

This included primary Marketing Research of the Soviet/Russian target group, Trade Shows, PR, as well as the creation of Microsoft's first Advertising Campaign in Russia and, later, in key Eastern European markets such as Poland, Hungary, ČSSR.

THE FIRST INTERNET ADVERTISING AGENCY IN SPAIN

Shortly after his arrival in Spain in 1994, together with his business partner Josep Torra, he founded Barcelona Virtual, the first Digital Marketing agency in the country. In 2005 the consulting division - *Fleming, Torra & Associates* – was created, specialising in International Marketing.



Barcelona Virtual

The Agency of the New Brand

Mr Fleming has a degree in Communications & Advertising from the University of Washington, USA. He speaks German, Spanish, Catalan and French, as well as basic Russian and basic Norwegian.

WELL-KNOWN SPEAKER, COLUMNIST & AUTHOR

Paul Fleming is a **well-known and welcome speaker** at the most important conferences on Internet Marketing in Spain and Latin America (*Sònar +D*, *BDigital Apps*, *IE Business School seminars*, *the Spanish E-Commerce and Direct Marketing Federation*, *“El Chupete” Kids Marketing conference*, *Cominteractiva*, *IIR*, *ESIC*, *the Marketing Club of Barcelona*, *Mundo Internet* and *the Instituto Peruano de Marketing to name only a few*).

In addition, he imparts **Seminars and Masters as an active professor** of the *Instituto de la Economía Digital* (ICEMD) of ESIC Business & Marketing School in Madrid and at the *Toulouse Business School* (TBS), Barcelona Campus. Mr Fleming is also an invited professor of the *Universidad Internacional Menéndez Pelayo*, *DEUSTO*, *Autonomous University of Barcelona*, *Universitat Pompeu Fabra*, *ESCA*, *ESADE*, *IESE*, *IPE Málaga* and the *Caixanova Business School* Masters in Galicia and Portugal

Mr Fleming, furthermore, was **author of a monthly column on Internet advertising for over a decade**, from 1996-2008, for the Spanish advertising magazine *Control*. He was also a frequent writer for *Brand Life* magazine. He continues to write on the topic of Interactive Marketing on the agency blog, and occasionally for other magazines.

In 2000 he published his first book “Hablemos de Marketing Interactivo: Reflexiones sobre Marketing Digital y Comercio Electrónico”* (ESIC Publishing, Madrid) which in a few weeks became one of the books most sold that year and remained for 12 months on the bestseller list on various online and offline listings.

* “Let’s Talk about Interactive Marketing: Reflections on Digital Marketing & Electronic Commerce”

MEMBER OF THE BOARD OF FECEMD & AGEMDI

Paul Fleming served as a **member of the Board of Directors of FECEMD** (Spanish E-Commerce and Direct Marketing Federation) and in October of 2005 began a second term as part of the Board of AGEMDI-FECEMD (the Spanish Association of Direct and Interactive Marketing Agencies).

Within his activities in FECEMD, his role as the **President of the Marketing and Promotional commission** is noteworthy, during which he was responsible for the Federation’s new corporative image, unveiled in 2003. At the same time he led the organizing committee for the *Imán Awards*, the most prestigious awards for 1 to 1 Marketing in Spain.



Barcelona Virtual

The Agency of the New Brand

FLEMING, TORRA & ASSOCIATES

In the Fall of 2005, “Fleming, Torra & Associates” (FTA) was founded, the agency’s consultancy division focused on subjects related to *International Marketing, Relationship Marketing and Ethical Marketing*.

Among other services offered by FTA last decade, perhaps **one of the most innovative was “Dignity”**, a series of Marketing strategies created to help companies “start a sincere and lasting relationship” with the Gay & Lesbian community, a real “first” in Spain. FTA also offers services related to campaigns directed to the immigrant population, Executive Coaching, etc.

Fleming, Torra & Associates

INTERNATIONAL MARKETING CONSULTING

THE DIGITAL GENERATION: 3D WORLDS, SOCIAL MEDIA, MOBILE MARKETING

Paul Fleming has been studying the so-called “**Digital Generation**” since the 1990s, the current tech-friendly generation of young people.

With this in mind, Barcelona Virtual once again innovated, with the goal of always being on top of the latest on the Net, when in February 2007 it became **the first Spanish advertising agency to open offices in Second Life**.

The agency carried out **important campaigns in that 3D world** for Universal Pictures, Sony PlayStation®, Sunny Delight, the IE Business School and other leading New Brands.

The agency has been a leader in Social Media since the very beginning in Spain, and Mr Fleming is a recognized expert on the subject. This July he will return to the ESIC Business & Marketing School in Madrid (Pozuelo) to give his second *Professional Update on Social Media*, in what has become a highly anticipated yearly seminar for Marketing professionals.



Paul Fleming’s popular Twitter channel on Digital, Social and Mobile Marketing is located at @pwfleming and followed daily by 4,000 professionals in Spain.



Barcelona Virtual

The Agency of the New Brand

More recently, Barcelona Virtual has been specialising in all types of **Mobile Marketing**, as well as the use of **Digital Online Video** to reach a new breed of young consumers: the "YouTubers".

Barcelona, June 2015

CONTACT

E-Mail: paul.fleming@bvirtual.com · **Web:** www.bvirtual.com · **Tel:** +34 933 944 880

Skype: barcelonavirtual · **Twitter:** @pwfleming @pwflemingspirit