

# Barcelona Virtual

The Agency of the New Brand



## Profile of Paul Fleming

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

Paul Fleming has 23 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 of European interactive agency Barcelona Virtual in Spain, of which he is founder.

### **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 of Eastern Europe and Russia, he was responsible for all of Microsoft's marketing activities in those markets.

### **THE FIRST INTERNET ADVERTISING AGENCY IN SPAIN**

Shortly after his arrival in Spain in 1994, he founded Barcelona Virtual ([www.bvirtual.com](http://www.bvirtual.com)), the first interactive agency in the country. In 2005 the consulting division - *Fleming, Torra & Associates* – was created, specialising in International Marketing.

Mr Fleming has a degree in Communications and Advertising from the University of Washington, USA.

### **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 (*Internet Global Conference, 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, to name only a few*). In addition, he imparts seminars and masters as an active professor of the *E-Commerce and Direct Marketing Institute* in Madrid (ICEMD) and as an invited professor of the *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 continues to write on the topic of Interactive Marketing for various magazines occasionally, such as *Brand Life*.

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.

\* "Let's Talk about Interactive Marketing: Reflections on Digital Marketing and Electronic Commerce"

### **MEMBER OF THE BOARD OF FECEMD & AGEMDI**

Paul Fleming has 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.

### **FLEMING, TORRA & ASSOCIATES**

In the Fall of 2005, "Fleming, Torra & Associates" (FTA) ([www.flemingtorra.com](http://www.flemingtorra.com)), was founded, a new consultancy focused on subjects related to International Marketing, Relationship Marketing and Ethical Marketing. Among other services offered by FTA, perhaps one of the most innovative is "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.

### **THE DIGITAL GENERATION , BETTING ON IMMERSIVE 3D WORLDS**

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

#### **CONTACT**

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