



## Felicity Aston, Director, Business Development + Marketing

in

Calgary  
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### Overview

As Director of Business Development and Marketing, Felicity is responsible for helping Field Law grow its brand, attract new clients and offer incredible client experiences.

Felicity's experience includes account management, client service, marketing, business development and event management. She has worked for law firms, a marketing agency and professional service firms for almost 20 years in the UK and North America. Regarded as organized, detail-orientated, and a conscientious self-starter, Felicity aligns resources and ensures the accountability of all team members to deliver creative projects on time and within budget.

Felicity's agency experience provides her with a fresh perspective and experience working with brands across various industries, which she now applies to create client-focused initiatives across the Firm.

### Outside the Office

Having grown up in the UK, winter sports do not come naturally, so Felicity prefers to enjoy the mountains in the summer, hiking and backcountry camping. Felicity is also a keen rower and a member of the Calgary Rowing Club, where she is Co-Captain of the recreational team. Felicity is active in her local community, where has held various roles, including Editor of the monthly community newsletter and Chair of the Stampede Breakfast, which serves over 3,000 pancake breakfasts to community members each July.

### Professional

**Legal Marketing Association Canada**

**Treasurer**

2022

**Legal Marketing Association Canada**

**Vice-Chair, Local Steering Committee - Calgary**

2021

**Legal Marketing Association Canada**

**Member, Canada Events Committee**

2021

**Legal Marketing Association**

**Member, LMA 2030 Task Force**

### Education

Brunel University, 1999, B.Sc.,  
Business Studies and Sports Science

2020 - 2021

**Legal Marketing Association**

**Member**

2016 - Present

## **Community**

Editor, The Source Community Newsletter, Marda Loop Communities Association, 2018-2022

Fundraising Committee Member, Altadore Elementary School Parents' Association , 2019-2019

Member, Stampede Breakfast Committee, Marda Loop Communities Association, 2015-2018

Director, Marketing + Sponsorship, Marda Loop Communities Association, 2016-2017

Director, Events, Marda Loop Communities Association, 2015-2016

## **News + Views + Events**

**September 15, 2021 - 2 min read**

[Annual Field Law Community Fund Program Open to NWT Residents](#)