



Felicity Aston, Business Development Manager

in

Calgary

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Overview

As Business Development Manager, Felicity Aston leads the integrated marketing, business development, brand, PR and communications function at Field Law and the related technologies and training in these areas.

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 accountability of all team members to deliver creative projects on time and within budget.

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

Outside the Office

Felicity volunteers with her local community association, editing the monthly community newsletter and helping organize the annual Stampede Breakfast that serves over 3,000 pancake breakfasts to community members each July. Having grown up in the UK, skiing does not come naturally, so Felicity prefers to enjoy the mountains in the summer, hiking and backcountry camping.

Professional

Legal Marketing Association

Member

2016 - Present

Community

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

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

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

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

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

Education

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