



CLARK WILSON

Chief Marketing Officer

Clark Wilson serves as Chief Marketing Officer for ShiftPixy, overseeing all marketing initiatives including planning, development, communications, and branding. With more than 40 years of marketing, advertising, and public relations experience across the consumer goods, health care, restaurant/fast food and retail verticals, Wilson possesses proven expertise in development and implementation of successful product and services, from concept to completion.

A seasoned marketing strategist, Wilson most recently served as Co-Founder and Principal of Livingston, Wilson & Associates Inc., a marketing, advertising and business consulting firm regarded for its ability to effectively leverage analytics to optimize marketing efforts and drive growth.

Prior to that, he was Senior Vice President of Business Development for global strategic marketing communications firm Cochrane Chase, Livingston & Co. and Saatchi & Saatchi, where he worked with marquee clients around the world. Wilson supported the expansion of client Carl's Jr. from a corporate-owned business model to include franchising, and its transition from private to publicly traded company. As part of the management team, Wilson shaped the strategic vision and growth of the company, and created the agency's first business development plan. This established an enduring infrastructure that resulted in a 130% increase in billing.

Wilson holds a Bachelor of Science degree in Marketing Communications from the University of Southern California.