



Randall K. Fields

Personal Biography

Randall K. (Randy) Fields is Chairman, CEO and President of Park City Group, Inc. a high technology development and consulting services company based in Park City, Utah. Delivering software solutions to the retail market, the company has customers that are recognized retail leaders both domestically and internationally, such as The Home Depot, Victoria's Secret, Williams-Sonoma, The Limited, Tesco Lotus and Anheuser Busch Entertainment

Fields career reflects his strong entrepreneurial skills. Initially leveraging his educational experience, in the early 1970's, Fields established a financial and economic consulting firm called Fields Investment Group.

He then co-founded Mrs. Fields Cookies with Debbi Fields, and served as its chairman from 1978 to 1990. Known for the innovative use of technology to operate the business as it grew, Fields and the Mrs. Fields Cookie operation were featured in a Harvard Case study that is still used and referenced in business schools today.

Fields demonstrated his skills in international business development as the Mrs. Fields brand expanded to more than 800 locations. His knowledge and creativity in product branding led to the development of the unique branding characteristics for the newly emerging sweet treat market. Based on the acclaim surrounding the Mrs. Fields Cookies business, Fields' use of technology in operating business environments, and the effectiveness of the software in producing benefits and results, he founded Park City Group in 1990.

He expanded his entrepreneurial skills with the co-founding of Captiva Software, today a \$50 million company listed on NASDAQ.

Randy and Debbi co-founded the Mrs. Fields Children's Health Foundation and served as Directors for several charitable institutions, including the Primary Children's Hospital and the LDS Hospital in Salt Lake City. He is a contributing editor to Chief Executive Magazine, and has written extensively on the subject of using technology to solve business challenges. Articles regarding Fields' concepts, companies and products have been featured in business publications such as Forbes, Business Week, INC Magazine, The Wall Street Journal, Management Review as well as computer and trade magazines including Computerworld, Information Week, PC Week, Network World, Datamation, RIS News and Chain Store Age Executive.

Fields holds both bachelor and masters degrees from Stanford University, where he was a Phi Beta Kappa, Danforth Fellow and National Science Foundation Fellow.

Today, Fields continues to define the strategic direction of Park City Group, Inc. and shares his expertise and the collective experience through consulting and speaking, interviews and guest lecturing engagements both in the retail industry as well as in the general business environment.