

For Immediate Release

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Field Theory Lab Launches to Shape the Next Era of Digital Experiences

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Albuquerque, New Mexico — Field Theory Lab, a data and digital startup based in Albuquerque, New Mexico, launched this week with a goal to help brands improve their digital experiences while connecting with consumers in memorable, authentic and responsible ways.

The company is led by Jamie Rushad Gros, an Albuquerque-native who has more than 20 years of experience building websites for regional and national brands and exploring the frontier of digital experiences. Field Theory Lab is designed to help clients with website development needs, as well as to improve access to data visualization and artificial intelligence tools for local businesses, giving them an advantage in a rapidly changing digital landscape.

Field Theory Lab is launching in partnership with Esparza Digital + Advertising, an Albuquerque-based advertising agency with more than 20 years of experience in the New Mexico market.

The idea for the company came about in 2020, when digital transformation and acceptance accelerated overnight because of Covid-19. Jamie, then President of Esparza Digital + Advertising, worked alongside Del Esparza, the agency's owner and CEO, to help clients navigate marketing during a pandemic. "A lot of fear and anxiety crept in, and not just with clients and consumers, but also with our team," says Jamie. "Because the pandemic shifted behaviors so dramatically, we had only one thing to take comfort in—the data."

Throughout 2020 and 2021, Jamie and the team at Esparza dug deep into the data to identify shifts in online behavior, from macro trends, like social media and search engine usage, to smaller changes, like how users were filling out account signup forms or navigating websites. By combining data science and behavioral science insights, the team was able to shift marketing strategies to meet rapidly changing consumer mindsets and behaviors.

Field Theory Lab was born out of Jamie's recognition that the need for data science and behavioral science in marketing was only going to increase as consumers live more of their lives online. The company is guided by his steadfast belief that all digital experiences should be transparent and authentic, and that this will become more complex for companies to navigate responsibly in a Web 3.0 world.

Field Theory will be focused on adding additional services to Esparza Digital + Advertising's client-focused offering. Alongside digital marketing and advertising, clients can expect additional services in data visualization, usability, analytics, reporting and custom software development.

To learn more about Field Theory Lab, visit fieldtheory.ai.