

# Roger Scott | Head of Product

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## Executive Summary

Head of Product offering 20+ years of industry success, including brand roadmap development, service design and market positioning. Highly skilled in identifying opportunities to maximize impact. Driven, strategic and entrepreneurial with a proven history of world class storytelling and product launch expertise.

## Skills

Team Leadership | Product Strategy | Storytelling | Knowledge Management | Experience Design | Agile Development | Business Strategy | Market Research | Creative Direction | Financial Modeling & Analysis | Brand Development

## Professional History

### Head of Product, Goodnation

*Nov 2018 – Dec 2020*

New York, NY

Developed the fintech philanthropy advisory platform from service design through conceptualization and brand development to published application.

- Working closely with the CEO to create financial projections through two rounds of successful funding to series A.
- Over \$11m in new donations raised for nonprofits through our new to the market service.
- Cocreated a campaign that safeguarded the voting rights for the 2020 US election, raising over \$67M to date.
- Built and strengthened strategic relationships with partners and leading wealth management firms including **Goldman Sachs**, **Fidelity** and the **Gates Foundation**.
- Developed and implemented pricing strategies balancing firm objectives against customer and partner targets.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance product features.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Lead product changes that drove customer engagement and generated new revenue.

### Founder, President, Golden Arm – Creative Agency

*Nov 2011 - Nov 2019*

London, UK | Seattle, WA | New York, NY

Built, managed and grew a multidisciplinary agency envisioning brand and product experiences with a mind for lasting impact and viability. Golden Arm became the sole North American agency of record for 3 global airlines.

- **Hong Kong Airlines:** Research-driven Brand Strategy and brand awareness campaign launch for new route. HKA increased their load factor to over 90%, with over 50M social media impressions.
- **Mercedes:** Designed a revolutionary process to capture and publish pre-owned car imagery. Increased catalogue processing efficiency by 180% from 2 cars an hour to 1 every 8 minutes with minimal specialist staff involvement. Included designing and building a physical revolving car studio with a bespoke automated video processing, editing and publishing application.
- **PwC** – developed a prototype for a cloud based collaborative pitch document creation app for use by the European new business team.

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- **Tuneln:** Data-driven content marketing campaign guided by qualitative and quantitative research insights to increase brand awareness and expand consumer base.
- **Bose:** Development and facilitation of future vision workshop and road-map for Bose's Global Retail and 3rd Party Sellers with Senior Marketing and Retail team.
- **Nike:** #onyourleft campaign. Visual narrative creation for social media and nike.com inspiring runners to compete with friends and share their stories.
- Content Strategy, Brand Campaign Creation, App development and POS interactive displays, for a diverse range of clients including **Sony, Roche, Sound United, Jawbone, Blokable** and **Boeing**.

**Founder, Creative Lead, Heist** – Commercial Production Agency  
New York, NY | San Francisco, CA

*Apr 2008 - Nov 2013*

Founded the agency and grew it to a 25+ strong team in two cities. Created advertising, core app content and film projects for a wide variety of clients including **Nike, Hennessy, Redbull, Becks, Google, Intel, Nest** and **Apple**.

- Collaborated with creative directors and producers to plan, coordinate and execute complex, commercial video productions.
- Successfully conveyed story through compelling long and short-form videos.
- Oversaw post-production process, including editing, special effects & music selection.

## Additional Experience

**Executive Knowledge Manager, PricewaterhouseCoopers**, London, UK

Working in the new business department of the global audit practice supporting successful bids for major clients including **Nokia, UBS, Chase** and **Barclays**.

- Coordinated global teams of Partners and Senior Managers to create, deploy and optimize effective pitches.
- Collaborated with multiple internal departments to develop new technologies and strategies to capitalize on emerging client and market trends.
- Created databases and simple applications to gather and disseminate client and competitor data accessible within the global intranet.
- Wrote and directed an internal training program for junior accountants to learn about financial products.

**Digital Producer, Interesource** - Digital Agency, London, UK

Key clients and projects included website production for londonstockexchange.com and a marketing site for britishgas.co.uk

- Created and adjusted project plans to account for dynamic targets, staffing changes and operational specifications.
- Maintained tactical control of project budgets and timelines to keep teams on task and achieve schedule targets.

## Accomplishments

- Lead a team of 20 designers and devs in the development and launch of the Goodnation philanthropy fintech platform.
- Directed award winning TV pilot for the Discovery network about addiction.
- Founded and successfully exited two agencies.