

PROFILE

Accomplished coach, marketer, recruiter, sales leader, and entrepreneur with a proven track record of mixing entrepreneurial thinking and outside-of-the-box tactics to trail blaze challenging pathways, deliver high-value opportunities, and catapult initiatives forward.

PROFESSIONAL EXPERIENCE

**Clear****Coach & Career Strategist**

Burbank, CA

2017 – Present

Founded consultancy focused on synthesizing expertise in marketing, sales, and talent acquisition into transformative processes designed to help individuals get clear on what they want and clear the way to feeling valued & fulfilled in their career & life.

- Built all aspects of the business from the ground up — single-handedly launching the brand & its online presence, creating all offerings & a digital course academy, architecting an integrated lead gen engine, and winning & supporting hundreds of clients since 2017.

**Agency Perspective****General Manager — West Coast Lead**

Los Angeles, CA / New York, NY

2013 – 2017

Engaged by the agency consulting & talent acquisition firm to run its west coast practice — amassing an expansive talent network, cultivating relationships with numerous client organizations, and identifying & driving dozens of opportunities to success.

**SixFoot****VP Business Development Director / Sr. Solutions Consultant**

Marina del Rey, CA / Houston, TX

2009 – 2013

Recruited into the progressive digital agency as an individual sales contributor — growing to lead & coach a sales & BD team of five in the cultivation of an ongoing stream of opportunity and bringing to market many first-of-their-kind experiences for high-profile brands.

- Opened & forged relationships with a wide spectrum of industry-leading companies — growing deal size by consulting & partnering with clients at the leadership level and introducing strategic thinking & tactics to transform & elevate brands through experience.
- Identified & won 30-day engagement to create a mind-blowing experience for the launch of Bombardier's new jet — helping the brand generate \$250M+ in 3 days by immersing prospects inside “their” aircraft at full-scale and positioning SixFoot as a key partner moving forward.
- Developed & negotiated project to reimagine LEGO's Times Square flagship store experience — fusing “observatory-style” interactive kiosks, a backdrop of digital screens, a LEGO NY cityscape, and two-times the selling space to optimally emanate the joy of building.
- Helped Disney Educational Productions transition to interactive products — pitching & building an award-winning iPad app around *The American Presidents*, sharpening children's math skills using *School House Rock*, and creating an online badge & rewards system with partner Mozilla.

**Total Immersion****Sales Manager**

Los Angeles, CA

2008 – 2009

Recruited into the French augmented reality experience maker to serve as its first US-based sales professional — quickly scaling to 25-30 product demonstrations per month and generating an ongoing stream of opportunities with top-tier agencies & industry-leading brands.

- Identified & developed a transformational opportunity with QSR giant, McDonald's — teeing up the largest transaction in company history.

AREAS OF EXPERTISE

COACHING & DEVELOPMENT

Leadership Advisory • Career Transition Coaching • Vision Building • Opportunity Targeting • Brand Design • Resume & Profile Writing • Outreach Strategy • Talent Acquisition & Personal Recruiting • Online Learning • Public Speaking

MARKETING & LEAD GENERATION

Brand, Experience, & Digital Strategy • Creative Campaign & Content Optimization • CRM & Automation • e-Commerce & Website Design • Audience Targeting & Engagement • Community Management

SALES & BUSINESS DEVELOPMENT

Growth Positioning • Opportunity, New Market, & Partnership Development • Product & Solution Design • GTM Strategy • KPI & Performance Improvement

KEY QUALIFICATIONS

RESOLUTE PARTNER & ADVOCATE

Passionate about inspiring individuals & organizations to synthesize value, vision, and action to produce transformative results.

ENTREPRENEURIAL CHANGE AGENT

Highly capable at demystifying & distilling complex processes into digestible playbooks that empower clients to achieve aggressive goals.

BRIDGE BUILDER

Adept at bridging the sometimes-divergent gap between stakeholders to find alignment and rally for success.

RIGOROUS STRATEGIST

Known for questioning and analyzing every angle — pairing targeting, brand, messaging, and channel to make the seemingly impossible possible.

OPPORTUNITY CATALYST

Skilled at identifying, cultivating, and connecting the right parties & resources to create, grow, and maximize opportunity.

PROFESSIONAL EXPERIENCE | continued

30sixty **30sixty advertising + design**
Marketing & Communications Director

Los Angeles, CA

2007 – 2008

Reentered the creative services space in a specially-created role within entertainment & consumer products-focused studio, 30Sixty — building its first formal sales & business development practice and opening several key client relationships in the process.

- Cultivated a successful partnership with IMG Worldwide — collaborating with the company to develop strategic opportunities with several celebrities & brands, including helping EA Sports transcend the console and move into the consumer's lifestyle through licensing & product design.

**smplsolutions**
Account Executive

Lake Forest, CA

2004 – 2007

Recruited into the data networking, unified communications, and video surveillance-focused IT consultancy by mentor to help expand its presence across Southern California — successfully identifying & negotiating systems & services-based engagements with a variety of companies and gaining invaluable experience deploying complex technology solutions.

**Konica Minolta, Canon, Toshiba** LA / Orange Counties, CA
Senior Account Executive**2001 – 2004**

In the wake of 9/11, transitioned into the technology industry to learn the art of selling — quickly growing in sales capability and being recruited by the same leader to successfully grow key accounts & territories at three separate companies.

keiler

Keiler & Company
Account Executive / Assistant Account Executive

Farmington, CT

1998 – 2001

Recruited to join the independent B2B advertising agency's account team — initially supporting 3 account leads and being fast-tracked to assume responsibility for all aspects of the agency's largest account, its global AOR with Big Four accounting firm, Deloitte.

- Served as a key driver in recommending, allocating, and executing Deloitte's media & production spend across all channels — actively guiding the brand's expansion into digital and growing its combined national & global budget from \$18.8M to \$30M+ annually.
- Co-led initiative to refresh the Deloitte brand & its communications strategy — coordinating studies and conducting focus groups into the professional services & the consulting markets to unlock insights, guide decision making, and increase effectiveness.
- Navigated the complexities of a heavily regulated category to develop & launch a groundbreaking co-branded campaign platform — winning a gold Effie and helping the brand drive record growth during a volatile time in the industry.

**Ingalls Advertising**
Account Coordinator

Boston, MA

1997 – 1998

Entered career in account management for the century-old, full-service advertising agency, supporting its \$30M AOR relationship with retailer, TJX Companies — helping drive day-to-day planning & execution for TJMaxx, HomeGoods, and AJWright across all media.

- Played a key role in the naming, positioning, identity, and launch of new TJX chain, AJWright — receiving a masterclass in brand development and orchestrating a successful market entrance.
- Supported AOR pitch efforts for several top regional & national brands — working cross-functionally to help prepare & present outside-of-the-box concepts & plans.

CLIENT INSIGHTS

"I've been able to open doors and conversations I'd never have thought possible."

— Chris M. | VP, Business Leader

"You will not find a better career booster than Scott."

— Charles S. | Digital Marketing Leader

"I can not recommend Scott high enough to any professional that is looking to boost their own brand. He provided one of the best services I have ever received anywhere."

— Denny P. | C-Level Marketing Leader

"Scott really revolutionizes how we think about ourselves, and the personal brand you represent."

— Jennifer S. | Entertainment Marketing Leader

"Scott helped me get out of a "job" and into a position that was the career I was seeking. Working with Scott was the best investment I have made in myself."

— Silvia L. | CPA

"Scott provided phenomenal service! I went from no interviews to 13, with 3 offers and many resume compliments."

— Alex C. | Recent Graduate, Sales Candidate

NOTABLE HONORS

- Gold Effie | Keiler & Co. | 1999

TRAINING

- YouTube Ranking Academy | 2021
- Social Media Masterclass | 2020
- Digital Marketing Masterclass | 2020
- One-on-One Sales Prospecting & Outreach Coaching | 2005 – 2006
- Extensive Training in Sales & Solution Selling Modalities | 2001 – Present

EDUCATION

University of Connecticut
BA, Communications **1997**

- Minors: Marketing, Psychology, and Journalism

FOOTPRINT OF NOTABLE CLIENTS

COACHING SERVICES

Clients since July 2017:

250+

By Discipline:

Academic • Account Management • Agency Leadership • Banking & Investment Management • Brand Management • Business Development • C-Level Leadership • Call Center Management • Chemist • Consultant • Content Creator • Contractor/Builder • Creative • Customer Service • Data Science & Analytics • Digital Marketing • e-Commerce • Entertainment Development • Entertainment Distribution • Entertainment Finance • Entertainment Marketing • Entertainment Production • Entrepreneur • Event Management • Executive Producer • Fashion Management • Finance & Bookkeeping • Government • Health & Wellness • Healthcare Management • Human Resources • Information Technology • Insurance Management • Journalist • Juris Doctor • Magazine Editor • Marketing • Mechanical/Electrical/Civil Engineering • Media Buying/Planning • Medical Doctor • Military • Music Management • Office Administration • Operations • Paralegal • Pharmacist • Procurement • Product Development • Product Management • Professional Athlete • Professional Coach • Project Management • Psychologist • Quality Assurance • Real Estate • Registered Nurse • Retail Management • Sales • Sales Engineering • Scientist • Screenwriting • Social Media/Community Building • Software Engineering • Strategist • Talent Acquisition • Technology Leadership • Translation Services • User Experience

By Level:

C-Level | ~8%

SVP • VP • Director | ~87%

Manager • Junior Professional | ~5%

TALENT RECRUITING

Account Management • Essence • Muse Communications • **Creative** • Digital Kitchen • **Data Science & Analytics** • Razorfish • TRUECar • VideoAmp • **Electrical Engineering** • NASA Jet Propulsion Laboratory • **Executive Leadership** • Deep Focus • Trailer Park • **Mechanical Engineering** • NASA Jet Propulsion Laboratory • **Media Planning & Buying** • Razorfish • **Sales & Business Development** • Big Picture Group • Blend • Bonfire Labs • Digital Kitchen • DNA • Modus Operandi • R&R Partners • **SEO & SEM** • Razorfish • **Software Engineering** • Jet Propulsion Laboratory • VideoAmp • **Strategy & Planning** • 180LA • Digital Kitchen • Edelman • Essence • Midnight Oil • Propane Studios • Rauxa • **Technology** • Propane Studios • **User Experience** • Razorfish • TRUECar

ADVERTISING, BRAND, & EXPERIENCE DESIGN

Automotive • Hankook Tire • **Aerospace** • Bombardier • **Brand Licensing** • IMG • **Celebrity** • Magic Johnson Enterprises • **Energy** • National Oilwell Varco • **Entertainment** • 20th Century Fox • Lionsgate • Paramount Pictures • Walt Disney • **Fashion & Apparel** • Reebok • **Financial Services** • Deloitte • Experian • **Media & Publishing** • Disney Educational Productions • **Nonprofit** • Girl Scouts of the USA • **QSR** • McDonald's • **Retail** • AJWright • HomeGoods • TJMaxx • **Technology** • Microsoft • Samsung • **Toys** • MGA Entertainment • LEGO • **Video Games** • Electronic Arts • EA Sports • Pokémon • Xbox