

Scott's focus is on helping leadership teams leverage their wide experiences and perspectives to create sustainable success.



Scott is the founder and senior partner at Strategy Arts. Scott's focus is on helping leadership teams leverage their wide experiences and perspectives to create sustainable success. He has over 22 years of senior international experience in business to business, consumer, and government contracting businesses. His broad expertise is reinforced by his passion for life long learning and his emphasis on leadership development to improve the performance of senior management, cross functional, and international team performance.

Vision • Alignment • Action

STRATEGY
Arts

Scott brings a unique combination of business to business and consumer planning and development experience to clients. He spent seven years as Chief Marketing and Strategy Officer overseeing a \$300+ Million global technology business. In this role Scott led a diverse international team that doubled the markets the business served by establishing profitable growth positions in two new industrial markets, including the opening and development of the Chinese market. He developed his consumer

marketing skills as a brand and market leader in the highly regarded Mars candy business where he led brand and market development for all Mars' confectionery and ice cream products in the Latin American Market. He has also held senior international positions in electronics research and development, information technology, and commodity supply development.

Leveraging his broad range of business experience Scott is able to help clients understand challenging business problems from a variety of perspectives. Having worked extensively both on the demand and supply side of business he is able to help organizations find the common ground so important to success. His long history of successful international management helps clients find the right balance between freedom and focus that drives individual productivity and contribution.

At Strategy Arts Scott has worked with a diverse range of business and non profit clients. On the commercial side he has recently worked with Agilent Technologies, Ayers Saint Gross Architects and Planners, Harris Corporation, and Information Services International. His recent government and non profit clients include The Corporation for National and Community Service, The Philadelphia Sustainable Business Network, and the Maryland Associate of CPA's.

Scott holds MS and BS degrees in Environmental and Resource Engineering from the State University of New York College of Environmental Science and Forestry and Syracuse University. He is a certified feedback facilitator for the Center for Creative Leadership's 360 degree leadership development products. In addition to his leadership role in Strategy Arts, he is on the management team of the Greater Philadelphia Senior Executive Group, Chairman of the Alumni Advisory Board for Environmental and Resource Engineering at SUNY-ESF and a sustaining member of the Philadelphia Sustainable Business Network.