



DAVID T. SCOTT BIOGRAPHY

EXPERT ON LEAD GENERATION MARKETING

David T. Scott's professional experiences and natural talent for helping growth companies and billion-dollar organizations succeed makes him one of the leading minds in the marketing field.

David has more than 20 years of marketing experience, serving as a top-tier marketing executive for Fortune 500 companies. Throughout his career, David has managed half a billion marketing dollars, and generated over 30 million marketing leads. He is the author of *The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI* (AMACOM, 2013) – the definitive and comprehensive book on the new quantitative mathematics movement in marketing.

THIS ENGAGING, COMPELLING AND HUMOROUS SPEAKER IS AT THE FOREFRONT OF LEAD GENERATION MARKETING, PROVIDING PROVEN STRATEGIES TO HELP MARKETERS GROW THEIR CUSTOMER BASE AND GENERATE LEADS.

He has shared his experiences and strategies with audiences at dozens of high-profile marketing related events such as Forrester CMO/CIO Summit, DMA Annual Conference, Argyle CMO Executive Forum, Leadscon (West and East), CMO Council's Annual Retreat, and Tech Crunch Disrupt among others.

Most recently, David was the Chief Marketing Officer of ForeSee (acquired by Answers.com), a leader in customer experience analytics. There he directed a successful team in executive thought leadership campaigns to generate high quality leads. Prior to ForeSee, David was the CEO of Marketfish -- a VC backed lead generation and cloud data company. Marketfish created an on demand lead generation system that helped thousands of companies drive high quality leads. David also served as Vice President of Global Marketing and Strategy at Intermec, Inc. (NYSE:IN), where he was responsible for all global marketing strategy, and directed a team of 165 employees

across 40 countries. With his successful use of lead generation strategies at Intermec, the CMO Council named David "Chief Marketing Officer of the Year."

Earlier in his career, he worked for the Global Services Division of PeopleSoft, Inc. (acquired by Oracle [NASDAQ:ORCL]) as Vice President of Marketing and Strategy. David's marketing strategies resulted in PeopleSoft's \$2.4B Global Services Division achieving a 40% increase in leads in just two years. His management pedigree also includes PeopleSoft, AT&T Wireless, Boston Consulting Group and General Electric.

In 2007, he was selected to participate in a mentorship with Philip Kotler, Professor Emeritus at the Kellogg School of Management at Northwestern University, considered by many to be the father of modern marketing. In addition, David has taught marketing courses at a number of universities, including the Wharton School, University of Michigan, Seattle University, and the University of Washington. He frequently speaks at conferences on the topics of Marketing ROI and Marketing Economics.

Currently, David sits on the boards of Direct Marketing Association, Goodwill and Powerful Schools and is a member of Rotary International. In 2007, he was named to the Puget Sound Business Journal's "40 Under 40" award.

David earned dual bachelor degrees in computer science and political philosophy from The College of William and Mary, and earned his MBA in Marketing at the Wharton School at the University of Pennsylvania, graduating with distinction. At Wharton, David was a Sol C Snider and Robert A. Toigo fellow.

He currently lives in San Francisco, CA and in his spare time, David performs standup comedy at many of the famous comedy clubs across the nation, having opened for Tracy Morgan, Nick DePaulo, and Jeanine Garafolo.