

DAVID T. SCOTT TESTIMONIALS

EXPERT ON LEAD GENERATION MARKETING

PRAISE FROM PROGRAM ORGANIZERS

*"David Scott is **one of our most requested speakers**. His content is **always relevant** and he packs the session every year."*

- Jay Weintraub, Conference Chair, Leadscon

*"David Scott is **always engaging**. He always brings **great content** and a **sense of humor**"*

- Terri L. Bartlett, CEO of Marketing EDGE

*"It's important to bring the perfect content to a room full of CMOs. David always provides an engaging dialogue that **keeps the audience invested**."*

- Pete Krainik, CEO, The CMO Club

*"Very informative and engagingly entertaining. Dave Scott knows his stuff and he's funny. **Excellent and entertaining.**"*

- Don Wick, SVP Marketing, IBM

*"Dave laid out the basics of running a good marketing campaign and **provided the necessary metrics for ensuring success**. Thanks Dave!"*

- Claudia Smith, Director of Marketing, Microsoft

*"This was **invaluably, invaluable**. Thanks Dave!"*

- Joseph Riverson, VP Marketing, Zillow

PRAISE FROM SESSION ATTENDEES

*"Dave was quite **engaging** and presented the information in a **very compelling** and **meaningful** manner. He used good examples to demonstrate his concepts."*

- Judy Hackett, CMO Dun & Bradstreet Credibility Corp

*"Dave Scott **got my mind thinking** about ROI with my marketing plan."*

- Rod Blackman, VP Marketing, Concur Solutions

*"**Great delivery** and sense of humor. He went over a lot of information in a short amount of time but it was **presented perfectly**."*

- Brian Flora, SVP Marketing, Russell Investments

*"Dave Scott was **a treat to listen to** and to have a couple of examples were wonderful. I enjoyed the easy conversation."*

- Lisa Schultz, CMO, Experian Corporation

*"Encouraging information regarding cold-calling and the delivery of information **kept me interested**."*

- Gina Hall, VP Marketing, Goodwill Industries

*"**Great energy**, very engaging speaker. Enjoyed the **humor**, was able to hold my attention even when discussing the math."*

- Lisa Bratkovich, CMO, Guthy Renkar

PRAISE ABOUT THE BOOK

*"David T. Scott's book teaches marketers how to survive and thrive by delivering real results. Well written and **full of useful practical advice**."*

- Clark Kokich, Chairman of Razorfish and Author of Do or Die

*"The New Rules of Lead Generation is **a must read for any CMO** who needs to generate leads for his or her company."*

- Pete Krainik, Founder and CEO, The CMO Club

*"This **quick comfortable read** is a timeliness compendium of lead generation strategies. It will have a place on the CMO's bookshelf for years."*

- Stephanie Fierman, Global Chief Marketing Officer, MediaCom