



DAVID T. SCOTT SPEAKER INTRODUCTION

EXPERT ON LEAD GENERATION MARKETING

There are very few people who can truly call themselves an expert in customer acquisition and lead generation strategies, but David T. Scott can. His experiences and knack for helping both the small growth startup and the billion-dollar organization succeed makes him one of the leading minds in marketing.

David has more than 20 years of marketing experience, serving as a top-tier marketing executive for such companies as ForeSee, PeopleSoft, AT&T and General Electric. Throughout his career, David has managed half a billion marketing dollars, and generated more than 30 million marketing leads, earning him “Chief Marketing Officer of the Year” honors from the CMO Council.

As a sought after expert on marketing strategy, David speaks extensively at conferences on the topics of Marketing ROI and Marketing Economics. He is the author of *The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI* – the definitive and comprehensive book on the new quantitative mathematics movement in marketing – published in May 2013 by AMACOM.

David earned his MBA at the Wharton School at the University of Pennsylvania where he recently taught classes on the subject of lead generation. He has recently returned to his home state of California where he is currently working on his next book.

Please welcome...David Scott