

SCOTT M. WRIGHT

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CHIEF MARKETING OFFICER / SENIOR BUSINESS EXECUTIVE

Unlock Growth Through Vision and Strategy

A **successful brand builder and change agent** with comprehensive experience driving equity and profit growth domestically and internationally across multiple brands and categories for B2C, B2B, and B2B2C businesses. A **vision focused strategic leader** who starts with the consumer and customer first to deliver marketing campaigns that connect to drive engagement and conversion, product portfolios that differentiate vs. competition, and the right digital capabilities to unlock accelerated growth. A **motivating and disciplined leader** who builds high performance organizations and energizes behind a clear vision to deliver with excellence.

SKILLS

Brand Purpose, Vision, Equity
Domestic & Global Growth Strategy
Integrated Marketing Campaigns
Digital Strategy & Transformation
Digital & Social Marketing
Product Portfolio / Launch
Customer and Consumer Insights
Segmentation & Journey Mapping
Lead Development and Conversion
Go-To-Market Strategy
P&L Management
Building / Leading Organizations

PROFESSIONAL EXPERIENCE

BROKERS INTERNATIONAL, Des Moines, IA, **Chief Marketing Officer** 2017 - 2000

VALVOLINE / ASHLAND, Lexington, KY 2013 - 2017
Vice President of Marketing, Global Digital Capability, Valvoline
Vice President of Marketing, Valvoline Installers Channel

DUNNHUMBY, Cincinnati, OH, **Director of Client Leadership** 2012 - 2013

VISA, Foster City, CA, **Head of US Marketing, Vice President, Credit & Cross Border** 2011

PROCTER & GAMBLE, Cincinnati, OH 1993 - 2011
Associate Marketing Director, Global Old Spice & Gillette
Associate Marketing Director, Global Pantene Pro-V
Regional Brand Manager, Pantene Pro-V CEEMEA (Geneva, Switzerland)
Assistant Brand Manager, Crest North America
Engineering and Manufacturing Mgr, Oral and Health Care

TARGET ROLES

- Chief Marketing Officer
- Chief Strategy Officer
- General Manager
- CEO
- Brand President
- SVP / VP of Marketing
- Other Executive Marketing or Strategy Roles

DESIRED EMPLOYER CHARACTERISTICS

- Growth oriented, high potential
- Consumer/customer led
- Marketing used as a growth driver
- Embracing or ready to embrace digital capabilities as a growth driver.
- B2C and/or B2B