



Dave Scott Everyday Heroes

Founder and CEO, Gaming Company

Dave Scott has achieved notable success over his twenty-year tenure in the marketing industry, playing pivotal roles at major corporations such as Amazon, Twitter, Honeywell, Peoplesoft, and AT&T. Currently serving as the Global Head of Marketing Strategy and Operations at Amazon Web Services, his role underscores his vast expertise and strategic approach in shaping global marketing landscapes.

Holistic Marketing Expertise

Recognized for his deep understanding and implementation of digital, integrated, and growth marketing strategies, Dave has significantly impacted the way brands engage with their audiences. His expertise spans critical areas, including branding, public relations, social media, advertising, and digital media management. This comprehensive skill set enables him to navigate and transform complex marketing challenges into strategic opportunities successfully.

Entrepreneurial Ventures and Leadership

Beyond his corporate engagements, Dave has shown a keen entrepreneurial spirit. He has successfully launched and exited three venture-backed companies, demonstrating his ability to nurture and lead businesses to profitable conclusions. His experience as Chief Marketing Officer for various VC-backed startups highlights his dynamic marketing and business development approach, emphasizing his proficiency in scaling operations and executing successful growth strategies.

Contributions to Literature and Academia

As an author, Dave has contributed valuable insights to the marketing community through his bestselling books, *The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI* and *The Essentials of Small Business Marketing*. These publications have become essential resources, guiding marketers in refining and implementing effective strategies. Moreover, he extends his knowledge through teaching growth marketing at UC Berkeley's Haas Business School, influencing the next generation of marketing professionals with his extensive real-world experience.

Academic Credentials and Recognitions

Dave's educational achievements have laid a solid foundation for his professional pursuits. He earned dual bachelor's degrees from The College of William and Mary and an MBA with distinction from the Wharton School at the University of Pennsylvania, where he was recognized as a Robert Toigo scholar. His academic excellence has propelled his thought leadership and strategic decision-making in his professional career.

Awards and Industry Recognition

Dave's significant contributions to marketing have been recognized with prestigious awards, including "CMO of the Year" and "Marketer of the Year." These accolades celebrate his innovative approach and leadership in crafting marketing strategies that deliver tangible results.

Board Involvement and Community Service

An active participant in various boards, Dave serves as an independent board member for the CM Group and contributes to the alumni board of his alma mater. His previous board positions with organizations such as Goodwill and the Boys and Girls Club of Seattle illustrate his commitment to leveraging his expertise to benefit the community. Outside of his professional life, he avidly participates in strategic board games, holding a seventh global ranking in Risk. This hobby showcases his analytical and strategic thinking skills, reflecting the same intellectual rigor he applies to his professional roles.

Ongoing Impact and Legacy

Dave Scott continues to be a key influencer in marketing, driving innovation and strategic thought leadership. His broad experience, coupled with a commitment to education and societal improvement, establishes him as a seminal figure whose work continues to influence current practices and future directions in marketing. Scott's career represents a compelling blend of professional expertise, innovative leadership, and a profound commitment to community and education. His enduring influence shapes business strategies and inspires future leaders in the marketing industry and beyond.

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Founder and CEO, Gaming Company

San Mateo, CA, USA

be.net/davescottvheroes

WORK EXPERIENCE

Amazon Web Services

Global Head of Marketing Strategy and Operations.

Dave Scott brings over two decades of experience in marketing, having held senior executive positions with leading software companies such as Amazon, Twitter, Honeywell, Peoplesoft, and AT&T. He is recognized as an authority on digital marketing, integrated marketing, and growth marketing. His expertise extends to branding, public relations, social media, advertising, and digital media.

San Mateo, California, United States

Chief Marketing Officer

Dave Scott possesses a blend of experience in both large corporations and smaller ventures. He has served as a C-level executive at several Fortune 500 companies and as the Chief Marketing Officer for multiple VC-backed startups that achieved successful exits. Additionally, he has ventured into entrepreneurship, having successfully founded and sold three venture-backed companies.

California, United States

Cm Group

Independent board member

Dave currently sits on the board of CM Group as an independent board member.

United States

Alumni board member

He is also on the alumni board of his alma mater and was previously on the board of Goodwill, the Boys and Girls Club of Seattle, and the Data Marketing Association.

United States

EDUCATION

William And Mary

Dual Bachelor's Degrees in Computer Science and Political Philosophy

His academic background includes dual bachelor's degrees in computer science and political philosophy from the College of William and Mary and an MBA from the Wharton School at the University of Pennsylvania, where he was a Robert Toigo scholar and graduated with distinction.

United States

University Of Pennsylvania

MBA

He earned his MBA at the Wharton School at the University of Pennsylvania where he was a Robert Toigo scholar and graduated with distinction.

Pennsylvania, United States

LANGUAGES

English (Native)

AWARDS

Marketer of the Year

CMO of the Year
