



Scott Wright

CMO

About Scott

Scott's comprehensive business and marketing background puts him in a unique position to help companies retool for growth. He quickly identifies the key insights to unlock growth through a deep understanding of the category, the competition, the unique value a product or service delivers, and the customer's journey to engagement, purchase, and loyalty.

He works with CEO's and leadership teams to deliver near term and future growth through unique brand positioning, integrated marketing, lead generation, digital capabilities, differentiated product and service portfolios, and exceptional customer experience. Scott elevates the capability of organizations by creating high performing teams inspired by a compelling future vision and motivated by the clear role they play in delivering it.

How Scott has Helped Businesses Grow

- Redesigned and relaunched the Global Old Spice Brand, transforming a stale old brand into one that effectively engages young guys. Delivered +10% in sales growth, followed by years of market dominance.
- Redesigned and relaunched the Brokers International company brand with a new purpose, points of differentiation, brand identity, website, marketing campaign, and sales strategy, supporting a +90% growth in 2 years.
- Developed and launched a new brand, "Retirement Well Spent," and a digital marketing funnel to educate consumers on retirement planning and generate qualified leads for insurance agents and financial advisors.
- Led the Global Valvoline Enterprise through a multi-million dollar digital transformation and the design and build of a multi-layer digital tech stack to fundamentally improve operational efficiency and customer engagement.
- Developed and implemented a new business strategy for Valvoline's Installers Channel Division and built a marketing organization to accelerate growth. Grew profit +27% and built a roadmap to 2X profit in 5 years.
- Managed the Pantene Pro-V business in CEEMEA. Consolidated the business across 114 countries into one regional brand and P&L and relaunched the brand to deliver +75% in sales and an average +22% profit / year.

Expertise

Industry Experience

- Insurance
- Financial Services
- Consumer
- Automotive
- Consumer Goods
- Professional Services
- Industrials

Specialties

- Omni-Channel Marketing
- Growth Strategy
- Brand Strategy/Refresh
- Demand and Lead Generation
- Digital Marketing
- Digital Transformation
- EOS Implementation

Contact Information

Scott Wright
Phone: 513.508.8265
swright@chiefoutsiders.com
www.chiefoutsiders.com

Executive Marketing Experience

- CMO, Alliance Industries
- Agency Chief and General Manager, Clayman and Associates/Juxta Creative
- CMO, Brokers International
- VP of Marketing, Global Digital Capability, Valvoline
- VP of Marketing, Valvoline Installers Channel
- Director of Client Leadership, Dunnhumby
- Head of US Marketing, Vice President, Credit & Cross Border, VISA
- Associate Marketing Director, Global Old Spice & Gillette, Procter & Gamble
- Associate Marketing Director, Global Pantene Pro-V, Procter & Gamble

Education

- B.S. Mechanical Engineering, The Ohio State University