



**David T. Scott** has more than 20 years of marketing experience, serving as a top-tier marketing executive for Fortune 500 companies. Throughout his career, David has managed half a billion marketing dollars, and generated over 30 million marketing leads. He is the author of *The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI* (AMACOM, 2013) - the definitive and comprehensive book on the new quantitative mathematics movement in marketing.

He has shared his experiences and strategies with audiences at dozens of high-profile marketing related events such as Forrester CMO/CIO Summit, DMA Annual Conference, Argyle CMO Executive Forum, Leadscon (West and East), CMO Council's Annual Retreat, and TechCrunch Disrupt among others.

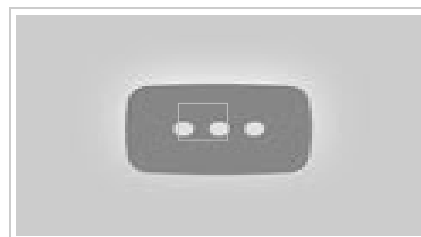
Most recently, David was the Chief Marketing Officer of ForeSee (acquired by Answers.com), a leader in customer experience analytics. There he directed a successful team in executive thought leadership campaigns to generate high quality leads. Prior to ForeSee, David was the CEO of Marketfish -- a VC backed lead generation and cloud data company. Marketfish created an on demand lead generation system that helped thousands of companies drive high quality leads. David also served as Vice President of Global Marketing and Strategy at Intermed, Inc. (NYSE:IN), where he was responsible for all global marketing strategy, and directed a team of 165 employees across 40 countries. With his successful use of lead generation strategies at Intermed, the CMO Council named David "Chief Marketing Officer of the Year."

Earlier in his career, he worked for the Global Services Division of PeopleSoft, Inc. (acquired by Oracle [NASDAQ:ORCL]) as Vice President of Marketing and Strategy. David's marketing st...

## David T. Scott

### Speech Topics

- Technology
- Marketing
- Customer Service
- Comedian
- CEO's
- Business Speakers



## Testimonials

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

- VP Marketing, Goodwill Industries.

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

- CMO Dun & Bradstreet Credibility Corp.