

Cliff Scott

ESC Consultant Since: 2019

Education:

Coursework in Philosophy, University of California,
Los Angeles



AREAS OF EXPERTISE: Marketing, advertising, research, brand identity, messaging strategy, strategic planning

PRIVATE SECTOR EXPERIENCE: Since 1996, as Founder and President of The Scott Group, Cliff has provided strategic counsel, creative resource management, ideation and qualitative research solutions to numerous clients. He worked on strategic consulting retainers for clients such as AIG SunAmerica Affordable Housing Partners, The Men's Wearhouse and Unilever (Lawry's Foods). Cliff managed research projects for clients such as H&R Block, FedEx and Taco Bell and a host of others, using qualitative research methods like focus groups, ethnographies and shop-alongs resulting in collaborative efforts to address complex marketing challenges.

Prior to founding his consulting group, Cliff held various leadership positions for several major advertising firms. He was the Executive Vice President of Strategic Business Development at Mendelsohn Zien. He had previously managed the Los Angeles office of TSR where he ran the \$60M advertising account for Lewis Galoob Toys. Before that he worked as Vice President of Business Development at Hill, Holliday and began his career at Scott Lancaster Mills Atha.

HEALTHCARE EXPERIENCE: In addition to his private sector clients, Cliff has provided strategic marketing counsel to a number of hospitals and healthcare institutions, including Inter Valley Health Plan, Pomona Valley Hospital, Huntington Hospital and Providence St. John's Hospital. His projects include multiple strategic marketing plans and qualitative research studies in support of these institutions' overall brand and marketing strategies.

NONPROFIT VOLUNTEER EXPERIENCE: Cliff has served as Director of the 4A's Institute for Advanced Advertising Studies in Southern California for over 12 years. He has also held multiple board leadership positions in other advertising associations, including the Western States Advertising Association, the Advertising Industry Emergency Fund and thinkLA - the preeminent Southern California advertising, marketing and media industry association.

INTERESTS: Cycling, wines, Golden Retrievers, culinary experiences, podcasts, books