



Scott Deming is a highly accomplished senior executive with more than 30 years of success within agriculture, franchising, restaurants, food & beverage, not-for-profits, automotive, healthcare, retail, pharmaceuticals, utilities, visitor and tourism, financial and professional services, insurance, technology, distribution, manufacturing, and real estate. He leverages extensive brand development and strategic planning experience to improve an organization's standing while implementing innovative solutions to support growth. Scott has proven his ability to build and motivate teams while developing unparalleled customer experience, innovation and leadership initiatives with his internationally acclaimed keynote presentations, training sessions and consulting arrangements.

Scott works with companies spanning any industry with current clients including Kansas Hospital Association, Canadian Association of Fairs & Exhibitions, Daikon Heating & Cooling, New Balance Athletic Shoe Inc., McDonald's of Russia, Hershey Foods, Pfizer, Delta Airlines, Verizon Wireless, General Motors, Farm Credit Bank, AT&T and PriceWaterhouseCoopers. Scott works closely with clients to identify core requirements and develops solutions with an emphasis on culture transformation, employee motivation and engagement, and corporate goal attainment, drawing on 30+ years of corporate experience. Key indicators of his success are represented by his training and workshop sessions that have been considered so impactful, that The Vision Council issued CXO Certification to all attendees.; his consultancy input to a national manufacturer recognized in supporting the company's achievement of record sales figures; and assisting a Verizon Wireless subsidiary franchisee with customer service improvements which resulted in an 80% increase in sales.

From 1986 to 2003, Scott managed his own advertising company, establishing Deming Advertising and building a client portfolio prior to a company merger in 1991. By 1993, Scott had negotiated a buyout and returned his company to standalone status, rebranding the business as Ryan Communications Inc. He worked with B2B and B2C companies to formulate advertising solutions and grew the business to 70 employees and \$30 million in annual revenue. His clients included Mom & Pop businesses and companies such as Benjamin Moore Paints, The Scotts Company, Bryant, Carrier, TroyBuilt, and Oki Data.

In addition to his executive career, Scott is President and Chair of Safe & Sound with Amaya; Founder and former Board Member of Service Nation / Service Roundtable; and former Board Member with Leukemia & Lymphoma Foundation. He has also served as an Advisory Board Member with United Way, American Heart Association, Salvation Army, Children's Cancer Foundation, and Upstate Medical. He has also served as an Advisor and Lecturer on the topic of Career Development at various Universities and an Advisor and Mentor at Prison Engagements. Proving his thought leadership, Scott regularly contributes to blogs and Magazines. He has published articles in media including Inc. Magazine, Entrepreneur, Boston Globe, Sales & Service Excellence, and the Huffington Post. Scott is a confident and prolific public speaker. He has spoken at national leadership retreats, global leadership, sales and customer events, and user conferences. Scott has been interviewed for Fox News and national radio shows and has participated in live radio Q&A.