

SCOTT PATTERSON

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Background

Senior Marketing Communications Executive: A bilingual marketing and communications professional with experience in business development, management consulting, and marketing management for private and public sector enterprises. Marketing Director for retail marketing firms, with responsibility for marketing, advertising, communications and database management. Extensive expertise in marketing promotion and advertising campaigns, communications, and creative production. BA Communications from Concordia University.

Areas of Expertise

- Strategic Marketing and Business Plans
- Advertising and Communications Campaign Management
- Business Development and Project Management
- Database Marketing and CRM Solutions
- Market Research & Analysis

Work Experience

National Gallery of Canada

Chief, Marketing & Communications, 2007-2011

Directed all marketing, advertising, communications and media relations activities for the Gallery. This included developing and executing advertising campaigns for exhibitions, education programs, and websites.

Conference Board of Canada

Associate Director, 2006-2007

Managed Executive Networks: Centre for Chief Marketing Executives, Council for Chief Privacy Officers, and Centre for Public Sector Service Delivery. Executed marketing campaigns for senior-level marketing executive meetings in Vancouver and Montreal. Updated Conference Board websites with new content and developed research for Chief Marketing Executives Top-10 Challenge Survey.

Service Canada

Director Marketing, Marketing & Communications Branch, 2005-2006

Developed and implemented Strategic Marketing and Communications Plans for this new federal government department. Responsible for enterprise-wide marketing activities, including national advertising campaigns and national branding strategy.

**Canadian Tourism Commission
Executive Director-Canada Marketing, 2001- 2005**

Managed the strategic direction of marketing, communications, branding and advertising activities in CTC target markets. Included the development and execution of long-term strategic marketing and communications programs to expand awareness and deliver return on investment results. Led the implementation of government, tourism industry and private sector marketing partnerships.

**PricewaterhouseCoopers
Senior Management Consultant, 1997-2001**

Provided consulting services, specializing in strategic marketing, business planning, communications, and Customer Relationship Marketing (CRM) solutions.

**Club Ultima Inc.
Director of Marketing, 1991-1996**

Directed marketing, communications, and database systems for this superstore retailer.

**Century International Inc.
Marketing Director, 1989-1991**

Managed all marketing activities for Canadian, U.S., and international operations for this import/export distributor.

**General Nutrition Centres (GNC) Ltd.
Director-Direct Marketing Division, 1988-1989**

Managed this health and nutrition company's direct marketing operations, with a staff of 12 people.

**O.E. McIntyre Ltd.
Marketing Manager, 1978-1987**

For this major direct marketing firm, directed the mail order division's marketing, distribution, and data processing operations.

Education

Concordia University (Montreal)
B.A. , Communication Arts (Magna Cum Laude)
John Abbott College
D.E.C., Marketing & Communications

Professional Skills

Languages: Fluently bilingual, English and French
Software: Microsoft Office, Outlook, database programs
Speaker: Retail Advertising Conferences, CTC Marketing Roadshows
Lecturer: McGill University - Effective Direct Marketing
University of Ottawa - Effective Tourism Marketing

Professional Achievements

Selected Canadian Tourism Commission Projects

- Developed national recognition of the Canada Brand to stimulate travel in Canada. Launched post-9/11 national awareness campaign in 2001, and extended it into 2002 in advertising waves across several media platforms. Produced award-winning television commercial “Go Far/Stay Close – There’s no place like home”.
- In 2003, on the heels of negative impacts from the Iraq war and SARS, developed and implemented a new national communications campaign with the theme: “I CAN in Canada”. The integrated multi-media campaign included major advertising waves through 2004, and was extended into 2005. It was very successful, generating over \$500 million in incremental tourism revenue.
- Led the implementation of major strategic partnerships in the Canada marketing program: Toyota, Sears Canada, Kodak, Michelin, Canadian Tire. The marketing partnerships were campaign-based and closely linked to our existing tourism marketing campaigns.
- Developed an integrated media relations program with a focus on travel media. Implemented GoMedia Canada - a national online portal for travel media covering Canadian tourism integrating five components: Media Tours; Editorial Content; Television and Image Content; Media Marketplace; Measurement Results.

Selected PricewaterhouseCoopers Projects

- At PricewaterhouseCoopers (PwC), I was Senior Management Consultant in the firm’s customer relationship management (CRM) and Tourism & Market Research practice. I produced marketing plans, communications programs, and business plans for several public and private sector clients. These included the CTC, Ontario Tourism, Tourisme Quebec, Parks Canada, and the City of Ottawa.
- For Citibank New York, I managed the marketing and internal and external communications for their e-Business Solutions group. The PricewaterhouseCoopers project team managed the development of the Citibank Procurement Connection e-commerce web portals. The project was implemented in a strategic partnership with Commerce One and SAP.
- For Natural Resources Canada, I implemented the direct marketing strategy for their Energy Master Plan Program. The program was successfully launched to enroll NRCan clients in

the industrial, commercial, and institutional sectors. A direct marketing campaign was produced, including creative concept and distribution of 100,000 brochure packages.

- For the Canadian Tourism Commission, I was Project Manager for the CTC's tradeshow program in the USA. I was responsible for tourism business development with the CTC and Canadian Consulates, U.S. event management, marketing strategy, promotion, and communications.

Corporate Marketing Projects

- Developed and executed strategic marketing plans for a start up retail venture (Club Ultima). Successfully launched housewares superstore concept with comprehensive multimedia campaigns. **Result:** Managed advertising budget of \$1.5 million, increased sales annually and built customer database of over 250,000 members.
- Expanded distribution network for an import/export distributor (Century International). Produced new creative for trade magazines, trade shows, and six catalogues per year to retail and dealer markets in Canada, the USA and overseas. Developed dealer database with customized CRM software package. **Result:** Increased sales by over 50% in first year.
- Managed direct marketing operations for a health products business (GNC Ltd.), with twelve people reporting to me. Reorganized the division's functions and streamlined the catalogue creative format. Expanded the customer database from 30,000 to 75,000 customers. **Result:** Achieved lower printing, distribution, and inventory costs, with overhead savings of 25%.