

# DAVID MEERMAN SCOTT

**Marketing Strategist, Entrepreneur, VC Strategic Partner,  
Adviser to Emerging Companies, and Bestselling Author of 10 Books**

## INTRODUCTION

### Notes:

- MEERMAN IS PRONOUNCED LIKE “BEER MAN”
- DAVID IS HIS FIRST NAME, MEERMAN IS HIS MIDDLE NAME, AND SCOTT IS HIS LAST NAME. AFTER THE FIRST USE OF HIS FULL NAME, YOU CAN REFER TO HIM “DAVID” OR “SCOTT” BUT NEVER “MEERMAN SCOTT”.

### Shorter Introduction

DAVID MEERMAN SCOTT IS A MARKETING AND SALES STRATEGIST, ENTREPRENEUR, ADVISOR TO EMERGING COMPANIES, AND BESTSELLING AUTHOR OF 10 BOOKS – INCLUDING THREE INTERNATIONAL BESTSELLERS. HE'S DELIVERED PRESENTATIONS IN 44 COUNTRIES AND ON ALL SEVEN CONTINENTS.

DAVID'S BOOK THE NEW RULES OF MARKETING & PR OPENED PEOPLE'S EYES TO THE NEW REALITIES OF MARKETING AND PUBLIC RELATIONS ON THE WEB. AN INTERNATIONAL BESTSELLER PUBLISHED IN 29 LANGUAGES FROM ALBANIAN TO VIETNAMESE, NEW RULES, NOW IN ITS 6TH EDITION, IS A MODERN BUSINESS CLASSIC.

DAVID HAS BEEN A WALL STREET BOND TRADER, A MALE MODEL, AND A DEADHEAD. HE COLLECTS ARTIFACTS FROM THE APOLLO SPACE PROGRAM AND HAS A LUNAR MODULE DECENT ENGINE IN HIS LIVING ROOM. HE'S DONE TV COMMERCIALS, ACTED IN THE MOVIE AMERICAN HUSTLE, AND WAS EVEN IN AN OPERA, WITH LASCALA NO LESS.

LADIES AND GENTLEMEN, PLEASE WELCOME DAVID MEERMAN SCOTT!

## Longer Introduction

IT'S THE LATE 1990'S, AND DAVID MEERMAN SCOTT IS VICE PRESIDENT OF MARKETING AT NEWSEDGE CORPORATION, A U.S. PUBLICLY TRADED ONLINE NEWS DISTRIBUTOR WITH \$70 MILLION IN REVENUE.

HIS MULTI-MILLION DOLLAR GLOBAL MARKETING BUDGET INCLUDES THE USUAL TENS OF THOUSANDS OF DOLLARS A MONTH FOR PUBLIC RELATIONS, HUNDREDS OF THOUSANDS A YEAR FOR PRINT ADVERTISING, AND EXPENSIVE PARTICIPATION AT A DOZEN TRADE SHOWS A YEAR.

AT THE SAME TIME, HE'S QUIETLY CREATING CONTENT-RICH MARKETING AND PR PROGRAMS ON THE WEB. AGAINST THE ADVICE OF JUST ABOUT EVERYONE.

HE'S PUTTING OUT FREE INFORMATION! ON THE WEB! WHERE COMPETITORS MIGHT STEAL IT!

THE RESULT? HUNDREDS OF SALES LEADS. INTEREST FROM QUALIFIED BUYERS.

THE OTHER RESULT? WHEN THE COMPANY WAS ACQUIRED, DAVID WAS FIRED FOR BEING JUST A LITTLE TOO FAR AHEAD OF HIS TIME.

TODAY, DAVID MEERMAN SCOTT IS A MARKETING AND SALES STRATEGIST, ENTREPRENEUR, ADVISOR TO EMERGING COMPANIES, AND BESTSELLING AUTHOR OF 10 BOOKS – INCLUDING THREE INTERNATIONAL BESTSELLERS. HE'S DELIVERED PRESENTATIONS IN 44 COUNTRIES AND ON ALL SEVEN CONTINENTS.

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HIS BOOK REAL TIME MARKETING AND PR HIT #2 ON THE WALL STREET JOURNAL BESTSELLER LIST AND #3 ON THE USA TODAY BESTSELLER LIST.

HIS BOOK MARKETING LESSONS FROM THE GRATEFUL DEAD WAS A TOP BUSINESS BOOK IN BOTH ENGLISH AND JAPANESE. HIS 2011 BOOK, NEWSJACKING, IS GETTING TREMENDOUS BUZZ AROUND THE WORLD. AND HIS NEWEST BOOK, MARKETING THE MOON, IS AN ANALYSIS OF THE MOST IMPORTANT MARKETING CASE STUDY IN HISTORY AND IS NOW BEING MADE INTO A FEATURE FILM TITLED THE MEN WHO SOLD THE MOON.

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