

Scott A Olson, MBA, PMP, CPSM

Scott Olson is a Marketing Operations Manager specializing in planning and executing initiatives that address challenging markets, solve business problems, and optimize processes. He offers more than 10 years' experience in marketing, operations, vendor-, and project-management for Fortune 100/500 corporations, nonprofits, and educational institutions. Companies of employment have included: Amgen, J Walter Thompson, Pacific Communications, Allergan, Software Management Consultants Inc., SGI Intelligent Fulfillment, and Santa Barbara Business College. Scott is a certified Project Management Professional (PMP) and Certified Professional in Supply Management (CPSM).

Mr. Olson served on the executive board as Director of Operations for the Project Management Institute (California Central Coast Chapter), and on the executive boards for the International Coach Federation (Los Angeles) and Outstanding Professionals Employment Network (sponsored by the California Employment Development Department). He currently runs a successful marketing consulting practice and serves on the faculty of Santa Barbara Business College instructing students in Business and Technology.

Career accomplishments include:

- Spearheaded 5 person Project Management Office responsible for \$26M budget with a successful track record of 99% project completion rate on-time and budget for 450 marketing projects annually.
- Initiated customer mail-back program to recycle used products. Sourced vendors for Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC).
- Generated \$2.1M revenues and awarded 3 year contract by resolving all customer and supplier issues with 99% satisfaction rating.
- Directed marketing technology team in strategic planning, development, and delivery of new branding and digital media campaign which increased customer acquisition by 48% in 7 weeks.
- Slashed production expenses by 37%, saving \$234K per order, by re-engineering customer kits; improving durability, and reducing delivery time from 8 to 5 weeks.

Mr. Olson received his MBA from California State University Channel Islands and his BS in Business Management from The University of Phoenix. He is a longtime resident of Southern California and enjoys kayaking and mountain biking and is an award-winning 12-hour endurance single speed cyclist.