

# LEADING SEISMIC CHANGE

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## SCOTT McALLISTER

SVP, Digital Transformation

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Scott is a Digital Marketing Transformation Agent with leadership experience redefining marketing and customer brand experiences through the digital domain across the cable/media, luxury/lifestyle, financial services and technology industries. He envisions new digital business strategies - leveraging analytics and data to build first-to market world-class technology

platforms/products - to attack growth opportunities, transform organizational performance, and drive revenue.

Scott is currently the SVP of Digital Transformation at Comcast in their Cable division, focused on redefining customer touch points in marketing, sales and servicing through Digital. Prior to Comcast, he was SVP of Digital Marketing and Business Development at Time Inc., leading a global team to drive Digital paid media, targeting, analytics, experiences, products, capabilities, and business development. Prior Digital Marketing roles have included Tourneau and American Express, as well as management, financial, marketing and operations roles at General Electric Company and Dell.

Scott is a Board Member of The Digital Ascendant and the BWG Strategy Group and was a former Co-Chair for the Digital Collective. He was also a proud coach for the Hungarian National Championship Baseball Team.