



THE  
PERSIMMON  
GROUP

REAL SOLUTIONS. LASTING RESULTS.™

# Scott Aylward

## *Professional Speaking Overview*

Scott Aylward is an audience favorite. His charismatic stage presence coupled with his experience as a former CEO allow his message to powerfully connect with audiences.

Scott, (author, consultant, speaker) is the former President and CEO of one of the largest independent Advertising agencies in the country, Barkley Advertising. Scott is the co-founder of INSTICNTS LLC, a company that specializes in brand development, marketing and strategic planning. Scott offers up a uniquely personal and often times moving motivational message that teaches the audience how to manage people to fully engage and create loyalty.

Scott's personal stories and often-humorous antics enhance the dynamics of his message, which is memorable and needed for our time. Everyone in business is responsible for managing someone. Yet, says Scott, 95% must figure out how to do it on their own. Scott's unique ability to connect with his audience allows them to leave his session with management techniques to help strengthen their organization.

Scott has spent the bulk of his professional career in the field of advertising and marketing. Whether he was creating pitches to win multimillion dollar accounts, growing a small agency in Kansas City to a team of nearly 400 people, or having the vision to create the largest employee owned agency in the country, Scott always believed the strength of the organization was directly related to how employees felt their work environment and culture.

During his tenure as President and CEO he had record retention and record growth. *Advertising Age* tapped his agency as one the 5 fastest growing in the country.

Scott co-authored *Confessions from the Corner Office*, a very personal book on leadership instincts with Pattye Moore. Moore is the former President of Sonic Corporation, which was agency's largest client. The two began working together when Sonic spent \$25 million in advertising, and together helped grow the brand into what it is today, with an ad budget in excess of \$100 million.

Scott has served on the Board of Trustees as well as Chairman of the Awareness Committee for the National Arthritis Foundation, helping to oversee the first National branding effort for the nationwide organization.

Scott earned his degree from Michigan State University. After residing for many years in Southern California, Scott now resides in a suburb of Detroit, Michigan. He is active with SCORE, a volunteer organization that provides strategic business assistance to start-up entrepreneurs.

For more information on these and other programs please contact:

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