

SCOTT GWOZDZ

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Work Experience

LEEDS SCHOOL OF BUSINESS, UNIVERSITY OF COLORADO, Boulder, CO 2009 – Present

Instructor

I have taught Introduction to Business every semester since the fall of 2009. I also developed an ethics and marketing class, CESR 4821, “Values and the Power of the Consumer,” that I have taught for seven semesters exclusively to non-business students through Continuing Education. For the past four spring semesters, I have taught New Venture Creation in the Entrepreneurship track for the Business Minor. I have also been active in the Peak-to-Peak Sustainability Group on Campus as well as the Net Impact Case Competition. I am also currently a faculty affiliate in the Center for Sports Governance.

FIRST PERSON MARKETING, Boulder, CO

2002 - 2018

Founder

My work helps businesses succeed by developing strategies and tactics built upon a deep understanding of the customer and the customer experience. From small start-ups to Fortune 500 Corporations, I provide marketing research, product testing, marketing roadmaps, and business plans.

Selected Projects

- **Infield Capital** – Completed a six-month business research project to identify and catalogue the top 200 companies in the green transportation space. Evaluated and profiled more than 350 companies in order to build this customized knowledge base, which now acts as the “brain” of the fund.
- **Openwave Systems** – Completed long-term marketing assignment that included marketing plan development, new logo creation, Intranet redesign, trade show strategy, event management and public relations for this wireless telecomm software company.
- **New Hope Natural Media** – Managed the introduction and execution of the Mix Tour, a grassroots marketing effort in support of Delicious Living Magazine. Deployed a team of brand ambassadors to ten major events around the country in order to sample organic products to consumers. Managed sponsor relationships and handled all staff training.
- **Miller Brewing Company** – Worked with the *Sterling Rice Group* to develop 62 new product concepts. Used an innovative approach combining focus groups with individual interviews to test these product concepts on defined consumer market segments. Wrote business cases for the top 15 most popular new product ideas.
- **Nissan** – Worked with *Radar Communications* to unearth critical information and insights for the redesign of the Infinity G-35 Coupe. In-depth interviews and creative exercises with consumers in LA and Washington DC provided clear and compelling profiles of the target audience, 25-30 year-old coupe drivers.
- **Colorado State Parks** – joined the business development team in partnership with the Leeds School of Business, Business Research Division in a long-term effort to make the parks more entrepreneurial and business-minded. Wrote the business plan for St. Vrain State Park, managed the opening of a café at Boyd Lake State Park, and directed the grand opening of the Corral Center Mountain Bike Park in Fort Collins.
- **Pearl Izumi** – Interviewed 30 athletes, 10 retailers, and observed 400 shoppers to uncover important insights on consumer behavior. The findings empowered the design of revolutionary new hangtags that are now used on all Pearl Izumi apparel products.

RADAR COMMUNICATIONS, Boulder, CO

2001- 2002

Marketing Consultant

Managed extensive consumer insight projects. Interviewing targeted customers, analyzing results, and creating both extensive reports and multimedia presentations to help companies better understand their brand and anticipate customer needs. Clients included Intel, Nike, the Hartford Group, Herman Miller, Truth (anti-smoking campaign) Sierra Pacific Power, and Toyota.

FINALI CORPORATION, Westminster, CO

2000 – 2001

Marketing Director

Developed and managed business intelligence in the ecommerce space for this online customer care company. Formulated vertical strategy and pricing models for top ten markets and managed direct mail and email marketing campaigns. Created customized ROI calculators and metrics analysis for the sales force and authored an Intranet education resource. Managed relationship with analyst firms, handled web site redesign process, and played an integral role to bring in the first two clients: InfoNow and eBags.

INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION, Boulder, CO

1996 – 2000

Program Director

Launched and developed a national award-winning grassroots program in partnership with Subaru of America called the Subaru/IMBA Trail Care Crew—two teams of trail design experts that travel around the globe to educate outdoor recreationists. Created and managed more than 300 projects and events per year in 49 US States, three Canadian Provinces and ten European Countries. Tripled the program budget in three years, cultivated local and national media, managed project budget, negotiated annual contract, and created complementary sponsorships.

ALLMERICA FINANCIAL, Denver, CO

1993 – 1995

Marketing Manager

Managed marketing program and sales efforts for retirement plans and executive benefits for small businesses in Colorado. Targeted more than 1,200 businesses in the Denver-Boulder area.

NOEL GOULD AND ASSOC., *QUEST PARTNERS*, Washington, DC

1991 – 1993

Research Consultant

Worked on developing “The Center,” a trade and business information office in Red Square, Moscow. Researched business opportunities in emerging markets including Russia, Poland, Ukraine, China and Hungary. Prepared a business plan that won the Haagen Dazs franchise in Mexico.

Education

MBA – UNIVERSITY OF COLORADO, Boulder, CO

1999

Masters of Business Administration

BA – HARVARD UNIVERSITY, Cambridge, MA

1991

Bachelor of Arts

Volunteer Work

NATURALLY BOULDER

2004 – 2008

Chair of the Education Committee

P3/CORE COLORADO

2001 – 2004

Membership Committee Volunteer