

# SCOTT W. BRENNAN



# OVERVIEW

I am a marketing leader with over 25 years of experience in strategic marketing, communications, creative development, branding and advertising.

I have demonstrated success in aligning business, marketing and brand priorities in the context of research, analysis, competitive landscape and available resources.

I've focused on the creation, development and execution of measurable marketing programs, leveraging innovative and cost effective strategies and tactics.

With a particular expertise in financial services, I've created business-to-business and business-to-consumer campaigns and marketing programs supporting retirement services, wealth management and asset management.

I am also adept at process design and infrastructure, understanding how to leverage internal and external resources, bringing them into closer alignment with the businesses they support.



# CAPABILITIES AT A GLANCE

## STRATEGIC MARKETING

- Long-Term, Results-Focused Marketing Plans
- Business-Aligned Programs
- Integrated, Measurable Campaigns

## CHANNEL MARKETING

- Sales Enablement
- B2B, B2C, B2B2C
- Customer Segmentation
- Influencer Campaigns

## SOCIAL MEDIA

- Social Media Campaigns
- Social Analytics
- Content Strategy & Web Site Development
- Webinars

## MARKETING COMMUNICATIONS

- Internal & External Communication Plans
- Public & Press Relations
- Collateral Development
- Integrated Messaging platforms

## CREATIVE DEVELOPMENT

- Copywriter for 6 years
- Design Supervision
- Thought Leadership

## PROCESS & INFRASTRUCTURE

- Process Design
- Organizational Structure
- Staff Development
- Resource Allocation

## BUDGET MANAGEMENT & ANALYSIS

- 20 years managing budgets
- MBA in Finance
- Metrics-Based Campaigns
- Financial Statement Analysis

## AGENCY & VENDOR MANAGEMENT

- Full-Service Agencies
- Design firms
- Mailhouse, Fulfillment & Print Vendors
- Consultants & Freelancers

# FOCUS: STRATEGIC MARKETING

For over a decade, I've been focused on building a strategic marketing capability, and refined my use of that discipline to support the high-level business goals of my client partners.

Being able to articulate clearly the connection between business goals and initiatives, marketing strategies, supporting tactics and plan execution creates confidence and support with stakeholders, and ultimately better results.

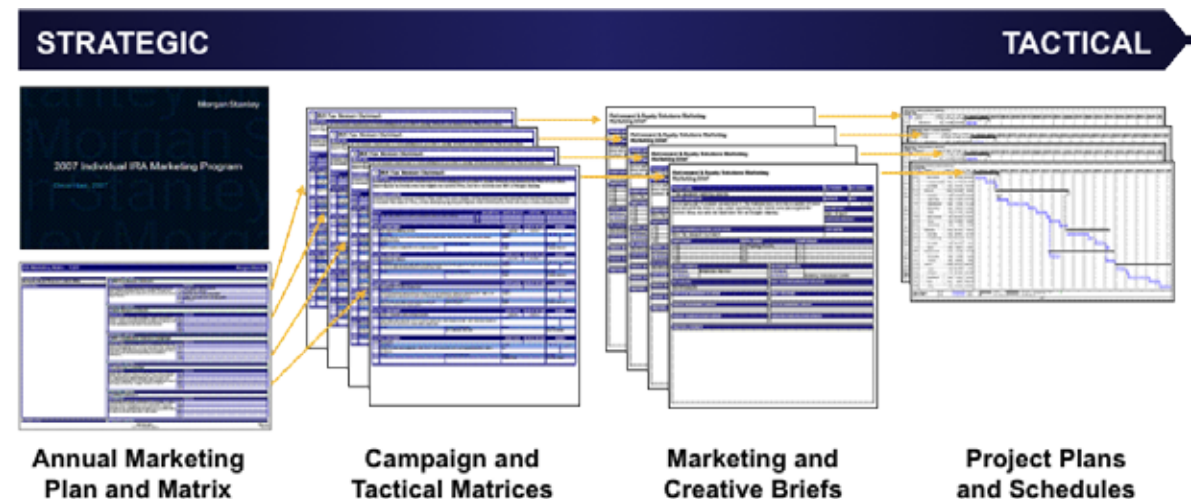
## PRODUCT PLANNING CONTINUUM



## STRATEGIC MARKETING PROCESS

While at Morgan Stanley, I developed processes that went from high-level planning all the way to project plans and schedules.

Aligning these plans and documents ensured that campaigns stayed on track and completed on time and on-budget.



# CURRENT AREAS OF INTEREST

## PRODUCT MARKETING ISSUES & OPPORTUNITIES

### CROSS-PRODUCT SYNERGY

- Looking across product silos or organizational barriers to create and market client-focused solutions.
- Developing a compelling way to articulate the benefits of these product-agnostic solutions.

### BRAND STAMINA

- Creating long-term brand identities that can tolerate and accommodate economic vicissitudes without the need for periodic reinvention.
- Ensuring that brand DNA is inherent in every product, client solution, marketing campaign and communication.

### MARKETING MOMENTUM

- Building accretive marketing campaigns that represent a continuum from one year to the next, leveraging momentum and creating more impactful integrated campaigns.

## MARKETING TECHNIQUES & INNOVATION

### SOCIAL MEDIA

- Exploring ways for companies to leverage existing and emerging social platforms with a genuine voice which resonates on an individual basis - not just “corporate-speak.”
- Leveraging social media to maintain and improve the quality of client relationships.

### THOUGHT LEADERSHIP

- Nurturing subject matter experts to create relevant, topic-focused content leveraged to create interest and reinforce reputation as thought leaders.
- Selectively curate and distribute to clients and qualified prospects deepen and enrich existing relationships and generate demand.

### CONTENT-ON-DEMAND FOR ADVISORS

- Leveraging metadata and content to create customized, personalized messages for hyper-targeted marketing & communications for advisors and their clients.

## **EMPLOYMENT & EXPERIENCE**

EMPLOYMENT & EXPERIENCE

**CLIENT & AGENCY BACKGROUND**



## Morgan Stanley



I've built marketing groups to support key business and product areas at each firm.

I have managed global teams of planners, analysts, writers and project managers, as well as many external vendor relationships.

Under my leadership, these teams have developed innovative and ground-breaking programs, meeting challenges with enthusiasm and energy.

I think it's important to foster an environment where team members maximize their impact and develop professionally.



At S&P Capital IQ, I led a group that was responsible for developing and implementing marketing strategies and tactics for investment management firms, advisors and wealth managers.

I aligned and managed teams in New York and London that developed and implemented marketing strategies, supported their respective sales teams, managed conferences and events, and ensured the effective synergy of all marketing and communications campaigns.

I collaborated on the development and launch of new products and services across asset classes and investment types.

In my final year, I led website strategy and content development for a major overhaul of the corporate website.



## NEW BRAND. NEW WEB STRATEGY

S&P Capital IQ needed to replace their old copy-heavy, feature-laden website to coincide with a global brand launch in September 2014. We articulated the new goals of the site – to generate leads for the sales force and increase overall awareness of the firm – and created strategies to achieve them.

### INTERACTIVE PRODUCT SCREENER

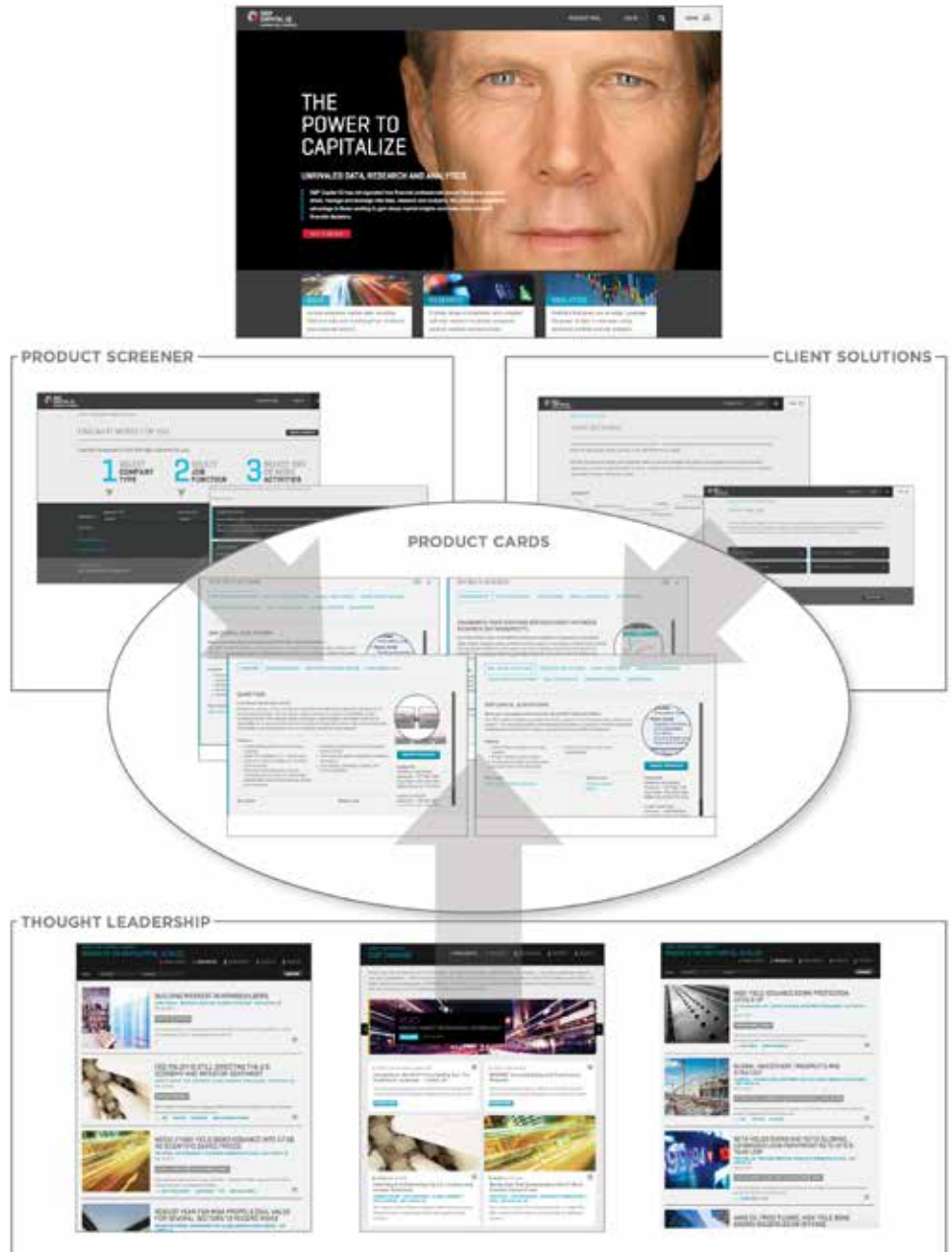
With 130+ products designed for hundreds of different professionals across the financial spectrum, S&P Capital IQ needed a clean, easy way for visitors to find the right product. An interactive screener narrows results to a handful of products through industry, job function and activity drop-downs.

### SOLUTION-CENTRIC NAVIGATION

We eliminated hundreds of copy-heavy brochureware pages and replaced them with benefit-focused sections that pointed to a core database of product cards with highly visible contact info to help generate leads.

### DYNAMIC THOUGHT LEADERSHIP CONTENT

To encourage repeat visits, we created dynamic thought leadership pages including a subscribable blog, events and reports pages to help increase awareness and support our position as a thought leader.



# S&P CAPITAL IQ

## EXCHANGE TRADED FUND RESEARCH LAUNCH

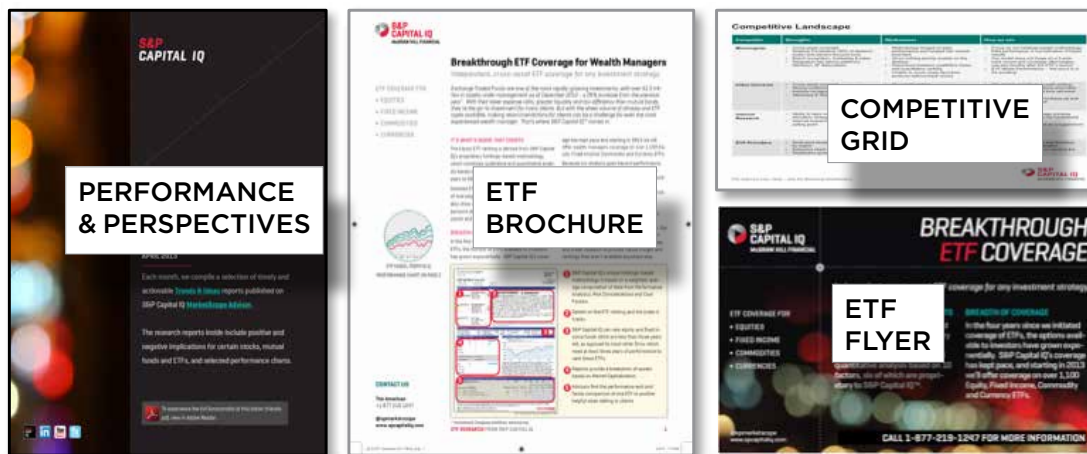
S&P Capital IQ launched its coverage of ETFs in 2008, at the beginning of its popularity as an investment vehicle. Because many financial advisors and their clients were unfamiliar with ETFs, we had a great opportunity to educate them about the asset class before selling the research.

Since then, ETFs have exploded in popularity and research along with it. Through thought leadership, social media, webinars, sales support, PR and direct marketing, we have been able to generate interest in our research on many levels with our clients and the financial press.

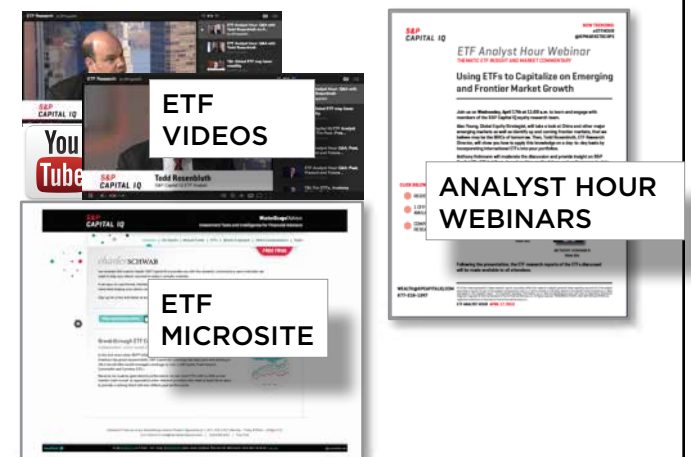
## BANNER ADS



## COLLATERAL & SALES SUPPORT



## ONLINE & SOCIAL MEDIA

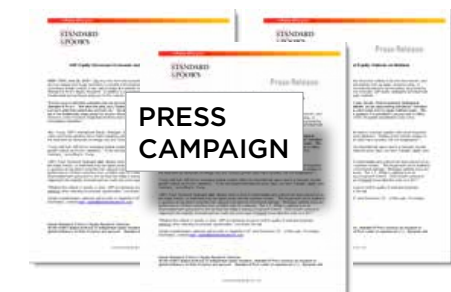
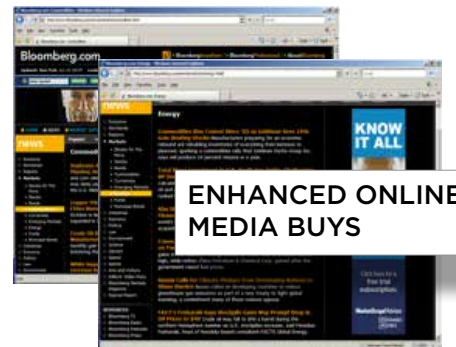
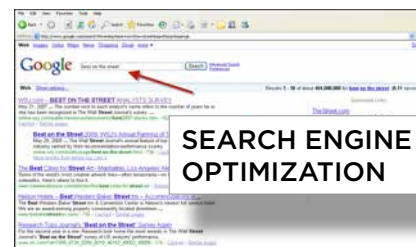


# S&P CAPITAL IQ

## MARKETSCOPE ADVISOR PRODUCT LAUNCH

S&P created a new browser-based platform to reach Advisors. The marketing group responded with an all-new integrated marketing program, leveraging new channels and disciplines, as well as a completely re-vamped creative. The resulting impact on awareness and lead generation was significant and formed the foundation for subsequent campaigns and product launches.

### INTEGRATED MARKETING, ADVERTISING & PRESS CAMPAIGN





# S&P CAPITAL IQ

## BUILDING A NEW CAPABILITY

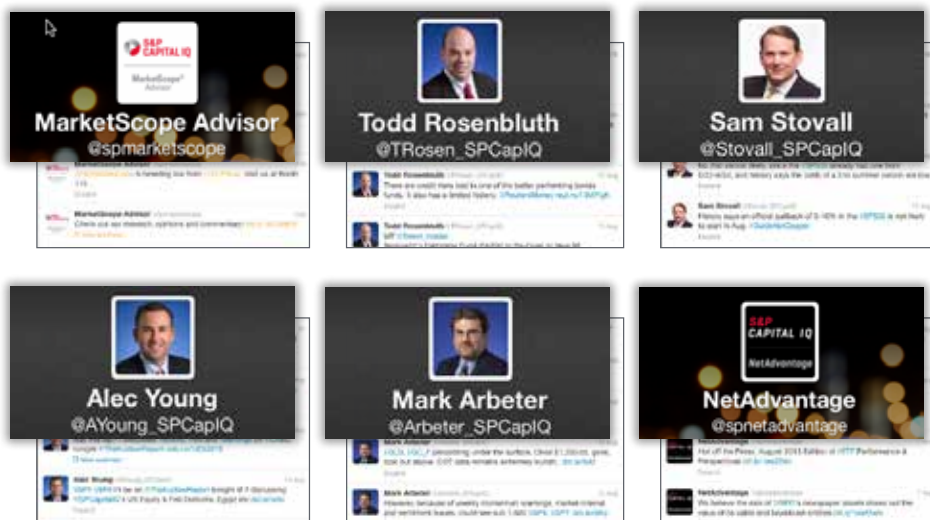
Beginning in 2010, we began incorporating social media tactics into our overall visibility campaigns. Designed to increase awareness of our programs and promote our position as a thought leader, our presence on Twitter and YouTube significantly increased the impact of our programs, generated leads and nurtured prospects.

In 2012, we set up individual Twitter accounts for key analysts and strategists to leverage the platform's focus on individuals.

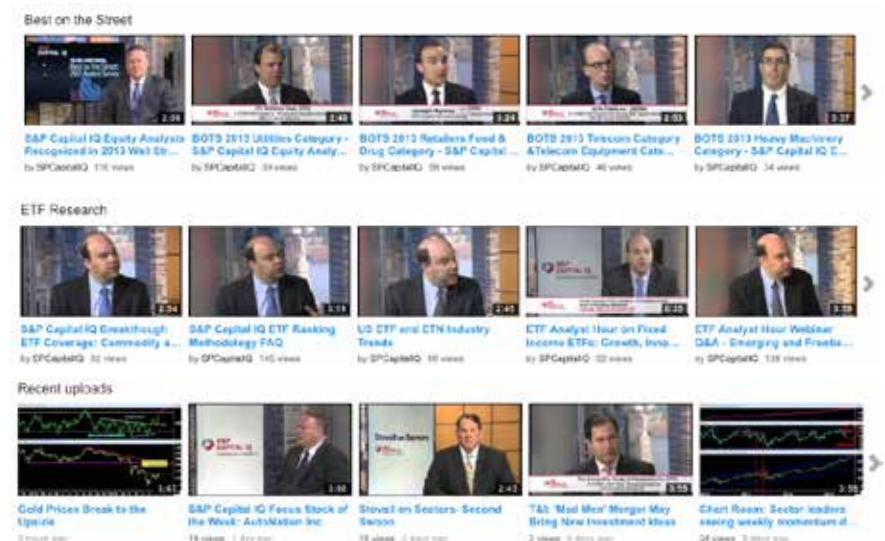
## TWITTER REACH IN THE LAST 12 MONTHS

TOTAL REACH	5,417,512	
UP FROM PREVIOUS	848%	↗
CURRENT NETWORK	4,547	
UP FROM PREVIOUS	263%	↗
TOTAL IMPRESSIONS	5,412,965	
UP FROM PREVIOUS	849%	↗

## TWITTER ACCOUNTS



## YOUTUBE CHANNELS & PLAYLISTS



# S&P CAPITAL IQ: CASE STUDY

## ARTICULATING A GLOBAL CAPABILITY

### CHALLENGE

With a globally distributed sales force, it was a challenge to ensure consistency of message and positioning. Plus, some sales teams focused on only one set of capabilities with little awareness of the full range of solutions.

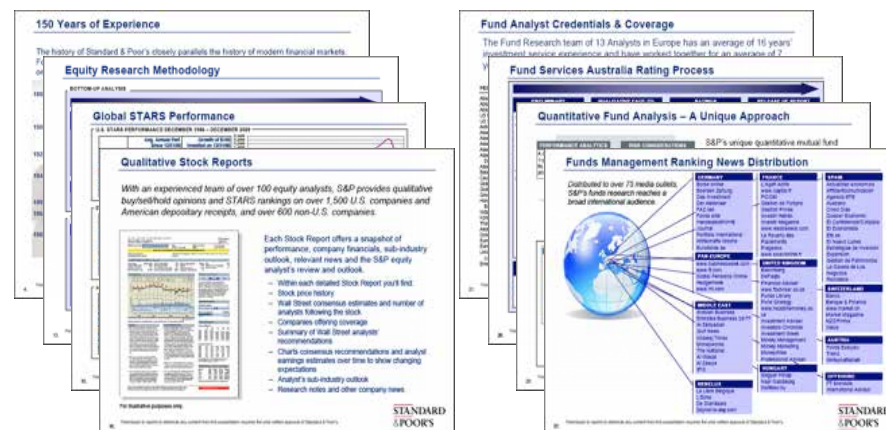
### SOLUTION

We reached out to each global sales team to understand how they articulated our value proposition and to gather materials they were currently using when speaking to clients.

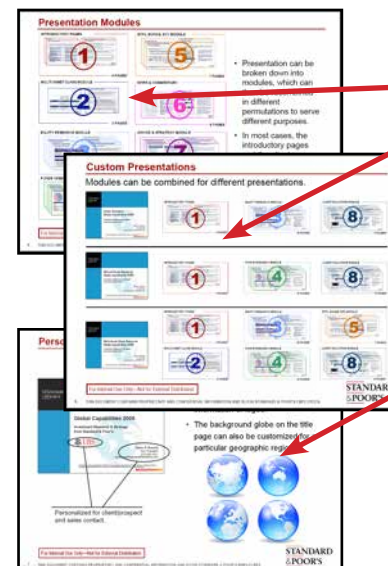
The resulting Global Capabilities Presentation presents a total view of all S&P's client solutions, along with the enabling capabilities.

The 72-page deck was divisible into discrete sections which could address specific client situations or product sets, and was stored and updated quarterly on a globally-accessible platform.

## CAPABILITIES PRESENTATION



## GUIDE TO USING CAPABILITIES PRESENTATION



Each section of the presentation is distinct, and can be separated or combined to create customized slides.

Includes personalization of title page and correct globe image to reflect region of personalization.

## Morgan Stanley

Hired by the CMO in 2006, I built a team to support the business goals of the Retirement & Equity Solutions Business.

I created infrastructure, process and workflow, enhancing productivity and quality of work.

I also articulated a firm-wide retirement positioning and value proposition.

I helped define and support business goals of 8 distinct product lines with fully-articulated strategic & tactical plans:

Individual IRA  
Financial Planning  
Wealth Planning  
Equity Plans

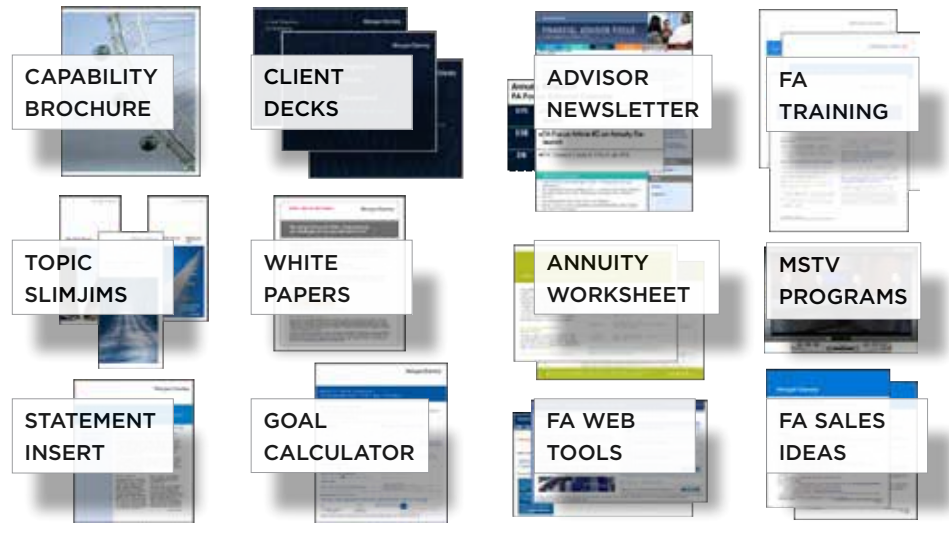
Corporate and  
Small Business  
401(k)  
Annuities  
Insurance

I implemented a successful Direct Mail Pilot Program in 2007.

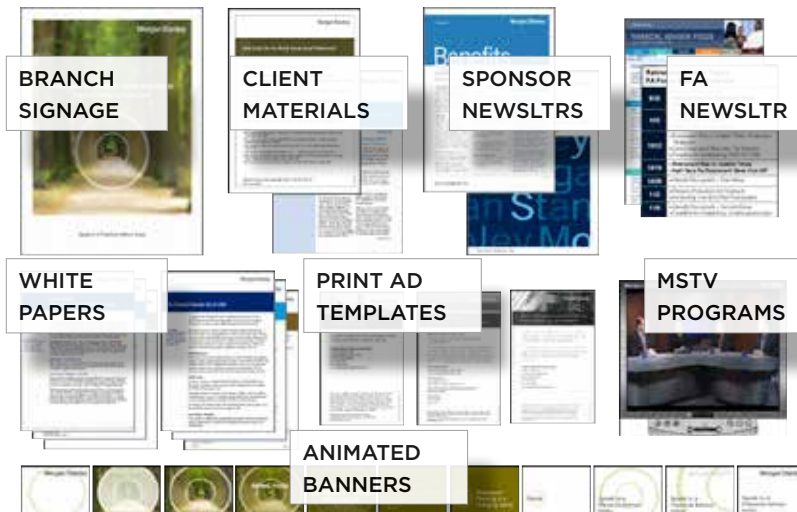
## INTEGRATED CAMPAIGNS

In addition to more tactical efforts and ongoing collateral and enrollment kits, the marketing team was able to mount several national integrated campaigns, incorporating internal and external elements, multi-channel initiatives and sales support tools and materials.

### ANNUITY RELAUNCH CAMPAIGN



### NATIONAL SAVE FOR RETIREMENT WEEK CAMPAIGN



### IRA 2008 CAMPAIGN





# MORGAN STANLEY: CASE STUDY

## AN OVERLOOKED OPPORTUNITY

### CHALLENGE

Most Financial Advisors focus on IRA Rollovers because of the larger transaction size. In the aggregate, however the contributory IRA opportunity exceeded \$7 billion in 2007 for existing Morgan Stanley clients. A direct client outreach was difficult because FAs prefer no direct contact with their clients.

### SOLUTION

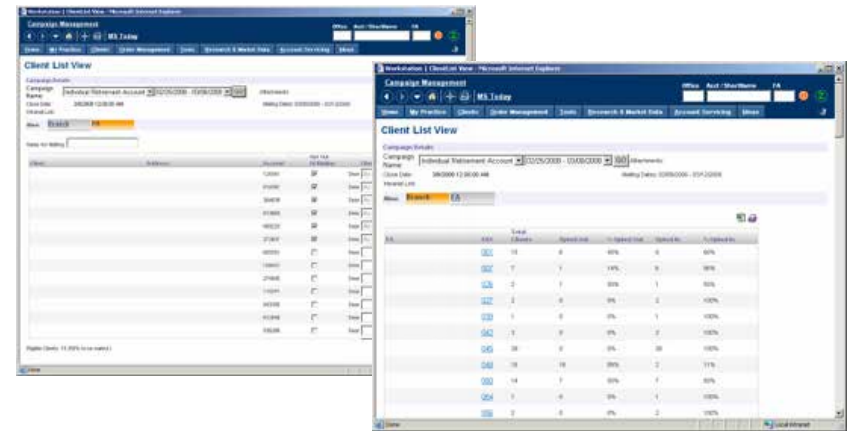
In 2007, we developed a pilot program and tested it in 4 districts. Client names were loaded into a browser-based application which FAs used to opt-out clients from the mailing. Clients were then mailed a single letter, over the advisor's digitized signature with a pre-filled perf-off coupon attached.

### RESULTS

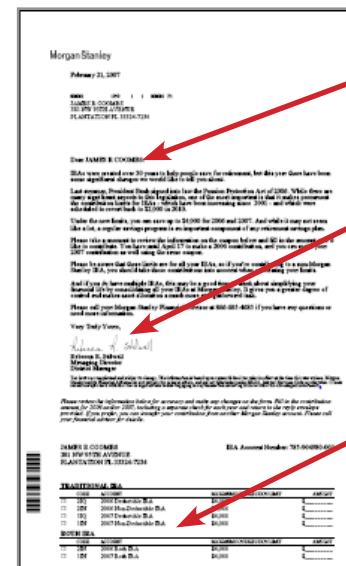
Only 10% of clients were opted out from the mailing. The response rate among clients was over 6%, with contributions in the test cells rising from \$1.7 million in 2006 to over \$49 million in 2007.

When surveyed, most advisors enthusiastically endorsed the program (in retrospect), reporting that their clients were grateful for the outreach.

## FINANCIAL ADVISOR OPT-OUT SITE



## ONE-STEP MAILING TO CLIENTS



Advisor could customize salutation.

Advisor signature appeared on letters

Coupon pre-printed with correct limits and client's IRA contract number.





I was hired in 1999 to manage collateral and direct mail teams supporting retirement & retail products and was promoted in 2001 to Director of Retirement Product Marketing.

I reorganized group, introduced integrated campaign management, while aligning marketing programs with business goals of partners. We increased the number and breadth of targeted campaigns and published results and analysis.

After a corporate reorganization, I joined the newly-formed Wealth Management Group. I created positioning and value propositions and developed collateral and outreach materials.

# TIAA-CREF: CASE STUDY

## MARKETING & PRODUCTION EFFICIENCIES

As an insurance company, TIAA-CREF's enrollment process was arduous and time-consuming. Each kit carried with it as many as 25 inserts, making it equally arduous and time-consuming to produce. It was also expensive.

Marketers tended to mass mail full enrollment kits as a way to combine lead generation and conversion into one step. This again was inefficient and costly.

We created a cross-functional team to evaluate print-on-demand technology and content management solutions which when finally implemented represented a cost savings in the millions.

## LEAD GENERATION

### SINGLE-STEP MAILING



### TWO-STEP PROCESS

1



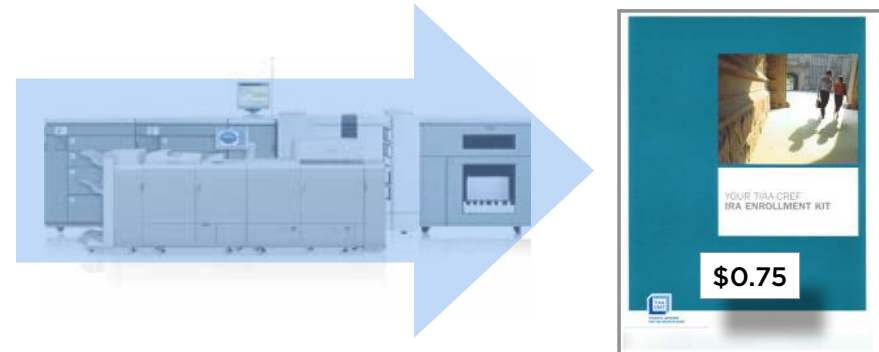
2



Enrollment kits were being used to generate and fulfill leads in one step. With a \$7 cost per kit and a 5% response rate, this was not economical.

## CONTENT MANAGEMENT & PRINT-ON-DEMAND

### CONVENTIONAL PICK AND PACK



# TIAA-CREF

## INTRODUCING TARGETED MARKETING

TIAA-CREF tended to favor large-scale mailings to most of its 3 million participant base, despite the fact that only a clearly defined segment of that population was eligible or interested in a particular offering.

We conducted exhaustive research into the participant base to identify subsegments based on age, contribution level, products owned and other demographic factors.

These smaller mailings were highly efficient and tremendously effective in driving assets under management for the firm.

## IRA CONTRIBUTION MAILING

### OBJECTIVE

- Increase IRA Contributions
- Test Product Ownership's Impact on Response Rate

### RESULTS

- 3.14% Response Rate
- \$9.13 M New Assets
- 130.5% ROI



## NATIONAL IRA ROLLOVER MAILING

### OBJECTIVE

- Increase IRA Rollovers
- Emphasize guaranteed annuity return rate of 7%

### RESULTS

- 0.57% Response Rate
- \$69.1 M New Assets
- 149% ROI



## 403(B) REACTIVATION MAILING

### OBJECTIVE

- Resume contributions from inactive accounts

### RESULTS

- 6.24% Response Rate
- \$4.4 M Resumed Assets
- 48.3% ROI



# AGENCY EXPERIENCE

WUNDERMAN

GREY  
DIRECT

CHINNICI DIRECT

Colligan  
Group

bravenewmedia

I was a copywriter on accounts ranging from J.P. Morgan to Quick & Reilly, at a variety of agencies ranging in size from the 7-person Colligan Group to Wunderman Cato Johnson, a part of Young & Rubicam.

The majority of accounts were financial and my work was characterized by intelligence, simple concepts and strategic integrity.

In 1996, I participated in the start-up of Brave New Media , an interactive marketing subsidiary, architecting their site, as well as naming the company.

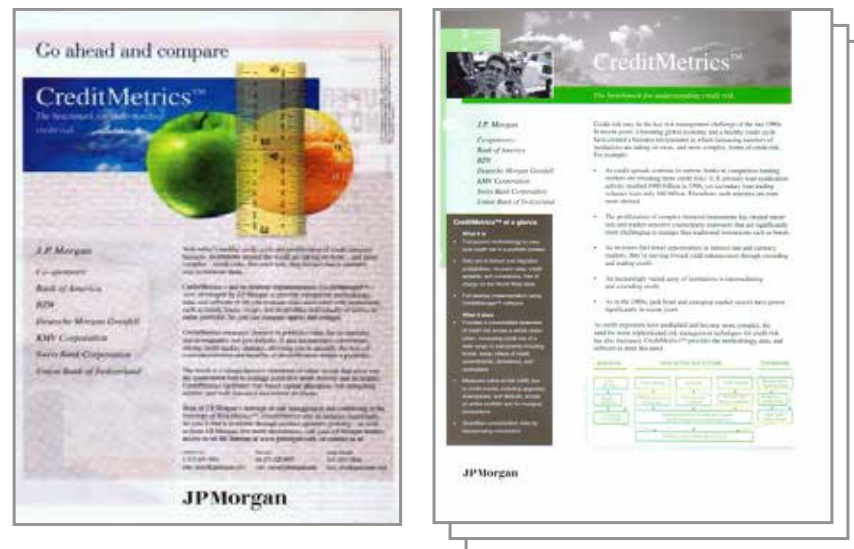
I developed a reputation for being reliable, articulate, and strategic – as comfortable with clients as with agency colleagues.

# CREATIVE WORK: J.P. MORGAN

## MAKING THE COMPLEX SIMPLE

My work for J.P. Morgan often involved taking complex and difficult to understand concepts and simplifying the message, while retaining a sophistication that would resonate with C-level executives.

We were also involved with the launch of CreditMetrics, creating advertising, press-releases and collateral brochures for J.P. Morgan's proprietary software that enabled risk managers to analyze credit risks together and separately, resulting in a statement of value-at-risk from credit exposures.



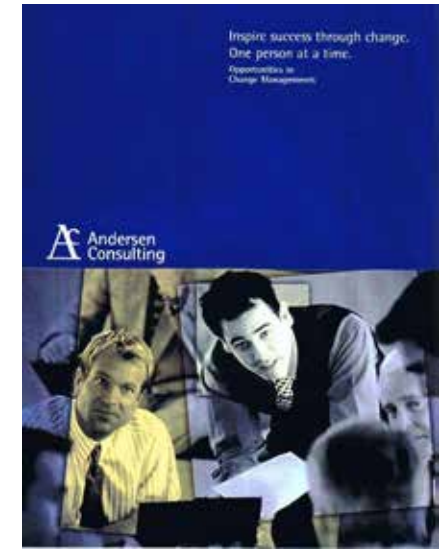


# CREATIVE WORK: ANDERSEN CONSULTING

## APPEALING TO THE ELITE

Andersen Consulting was recruiting from the top 1% of students from top-tier schools and needed recruiting materials that reflected the sensibility of this elite group of candidates.

The challenge was to create materials that were visually compelling, while also appealing to candidates who were being recruited by competing consulting firms.

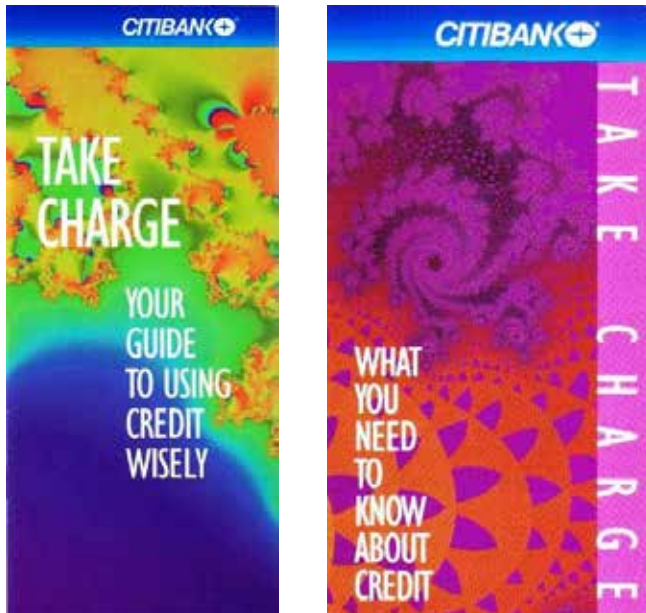


# CREATIVE WORK: CITIBANK ON CAMPUS

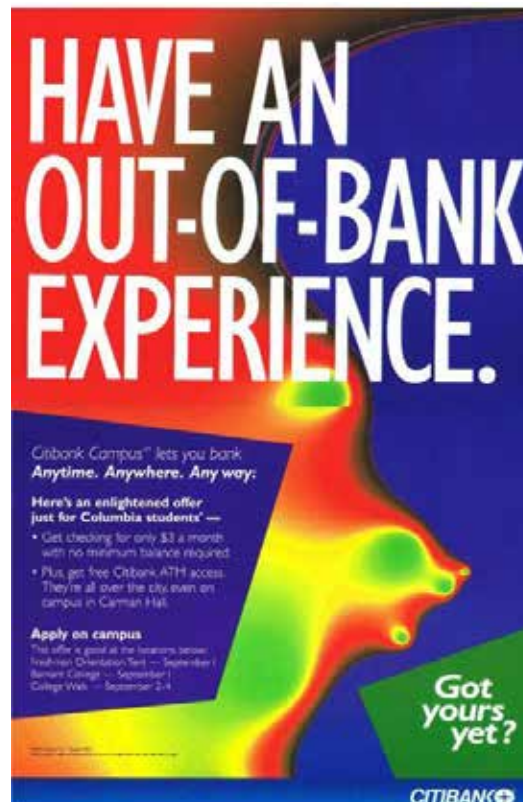
## CREDIT EDUCATION FOR STUDENTS

Citibank was one of the most successful marketers of credit cards to college students. The backlash was that students didn't know how to manage credit wisely and were getting into trouble.

We created a series of booklets and direct mail that emphasized the principles of sound credit management, and how to avoid common pitfalls.



## IN-BRANCH & CAMPUS SIGNAGE



Research showed that younger customers were more likely stay at Citibank for the long-term. We also wanted to emphasize ATM and online banking which was more convenient for students and had lower transaction costs for Citibank.

We created in-branch and campus signage including posters and light post banners (upper right) to draw attention to local Citibank branches.

# CREATIVE WORK: CITIFUNDS

## USING THE UNEXPECTED

Citicorp Investment Services introduced a family of mutual funds that made asset allocation easier for clients by focusing each mutual fund on a particular investment strategy or asset class.

At the same time, Citibank was beginning to explore a shift in their branding that de-emphasized banking and financial services, and focused instead on the humanity of its clients and allowed the use of humor.

This campaign leveraged that brand shift, and also touched on the beginnings of economic volatility in the mid 90s by highlighting its money market fund.



**CITICORP+**  
INVESTMENT SERVICES

Citifunds from Citicorp Investment Services

# Perfect for bulls, bears, or chickens.

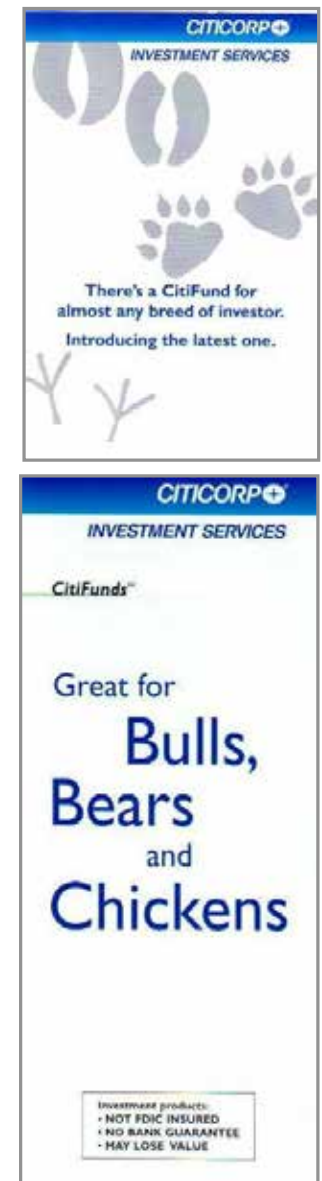
Now there's a Citifund for every breed of investor.  
*Introducing the new Money Market Citifund.*

In today's markets, diversification is essential. In these volatile times, investors may be feeling simultaneously bullish, bearish, or downright chicken when it comes to managing their investment portfolio. How can cautious or aggressive investors do well in today's unpredictable markets?

While everybody knows that diversification across asset classes is an effective way of dealing with volatility, the trick is figuring out which combination of asset classes works best for you — no matter what your goals, risk tolerance or time horizon.

Choose from over 20 funds. You want your portfolio to be flexible enough to adapt to a changing investment strategy or market. With over 20 Citifunds from which to choose, you can combine them for the right portfolio for your investment objectives. And it couldn't be easier. You can access your investments 24 hours a day, 7 days a week at Citibank ATMs, online at [www.citibank.com](http://www.citibank.com) or over the phone with CitiPhone trading.

So no matter what breed of investor you are, there's a Citifund for you. Speak with your Citicorp Investment Consultant, visit your branch or call 1-800-ASK-CITI to see how Citifunds can enhance your portfolio.



**CITICORP+**  
INVESTMENT SERVICES

There's a Citifund for almost any breed of investor. Introducing the latest one.

**CITICORP+**  
INVESTMENT SERVICES

CitiFunds™

Great for  
**Bulls,  
Bears  
and  
Chickens**

Investment products:  
• NOT FDIC INSURED  
• NO BANK GUARANTEE  
• MAY LOSE VALUE



# EDUCATION

## EDUCATION



**MBA, Finance**  
Stern School of Business  
at New York University



**AB, English Language & Literature**  
University of Chicago

## LICENSES



General Securities Licenses  
Series 24, 7, 26, 6 (expired)

# CONTACT



**SWBRENNAN.COM**



**@SWBRENNAN**



**SWBRENNAN@OPTONLINE.NET**



**516-606-7137**



**LINKEDIN.COM/IN/SWBRENNAN**