

SCOTT GALLOWAY

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EXPERIENCE

NYU STERN SCHOOL OF BUSINESS, New York
Clinical Professor of Marketing

2002 – Present

Elected to faculty of top-20 business school

- ◆ Teach courses in Brand Strategy, digital marketing and luxury marketing to second-year MBA students
- ◆ Brand Strategy course is largest elective (by enrollment) in marketing department
- ◆ Research on emerging technology platforms cited across all major media and industry

L2, New York/Paris/Shanghai
Founder

2010 – Present

Founded Think Tank for prestige brands with focus on digital innovation

- ◆ Author of “Digital IQ Index®” assessing and ranking over 700 prestige brands across dimensions including site/e-commerce, mobile, social media and digital marketing
- ◆ Host over 20 events/year that are largest gatherings of prestige executives in North America
- ◆ Advise brands ranging from LVMH and Chanel to Coach and Four Season on digital strategy

RED ENVELOPE (NASDAQ: REDE), San Francisco
Founder, Chairman (1997-2000) and Director (1997-2004, 2006-2008)

1997 – 2008

Conceived and drove garage-based start-up to best of breed e-commerce firm (\$120MM)

- ◆ Provided vision for concept and assembled management team
- ◆ Played active role in financings of over \$100MM from investors including Sequoia, Hallmark, and Chanel
- ◆ September 2003 IPO (Nasdaq: REDE), only retail IPO of 2003, sold in March 2008

PROPHET BRAND STRATEGY, San Francisco
Founder, CEO (1992-2000), Chairman (2000-2002)

1992 – 2002

Founded strategy consultancy assisting global 1000 firms manage their brand(s) as an asset; now largest pure play brand strategy firm in the world with over 250 professionals in US, Europe and Asia.

- ◆ Grew revenues an average of 60% annually with net margins of 20% or higher
- ◆ Led CEO-sponsored engagements for firms ranging from Audi and Adidas to Williams-Sonoma and UBS
- ◆ Sold firm in 2002 to Dentsu (largest ad agency in Japan)

ADDITIONAL EXPERIENCE

◆ **Fixed Income Analyst, Morgan Stanley (New York)**

1987 – 1989

EDUCATION

Haas School of Business at UC Berkeley, MBA
UCLA, BA

1992

1987

OTHER

- ◆ Elected to World Economic Forum’s (Davos) “Global Leaders of Tomorrow” which recognizes 100 individuals under the age of 40 “whose accomplishments have had an impact on a global level.”
- ◆ Contributing Editor, Bloomberg Television
- ◆ Board of Directors (served): Eddie Bauer, Gateway Computer, The New York Times Company