

# Scott Zuckerman

Scott Zuckerman has over 20 years of experience in both B2C and B2B companies with traditional and multi-unit structures. He has held executive positions in general management, operations, marketing, innovation, concept/product development, consumer research, strategy, and finance.

Via a strategic alliance with Technomic, the largest food industry consultancy and data firm in the U.S., Scott works with start-up, midsize, and Fortune 500 clients to perform strategic, brand, and operational consulting services. He was also responsible for leading the internal re-branding efforts for Technomic that resulted in an optimized go-to-market strategy and tactical improvements to report delivery, brand look and feel, and sales approach.

Recently, Scott was the General Manager, Crisp Market and Vice President, Food Venture, for Outerwall (parent of redbox). He created a new-to-the world brand - Crisp Market – including the name, logo, and all brand and consumer experience elements. Scott took the idea from a concept on paper to 20 unit, automated retail, foodservice operation generating an industry leading \$2K+ in annual sales per square foot. Scott also advises a number of Chicago-based consumer products and technology companies.

Prior to joining Outerwall, Scott was Chief Operations and Marketing Officer of VoicePrism, an innovative start-up that utilizes voice analysis technology for commercial, military, and consumer applications. Previously, Scott was Vice President of Marketing for Potbelly Sandwich Works. He oversaw company growth of over 40%, created the first ever Potbelly radio campaign, and led the integrated marketing launches of a new salad line and Online Ordering. Scott also served as the Senior Vice President Marketing Strategy at Quiznos Sub, where he was the strategic lead for the new product development process, introducing such products as Prime Rib and Peppercorn Sub and Flatbread Chopped Salads. Before that, Scott oversaw the marketing and consumer research functions for the Concept Development team at McDonald's. While at McDonald's Corporation, he also held leadership roles in Marketing and Corporate Development, and headed-up the integration and re-concepting efforts for the Donatos Pizza brand.

Scott has a B.S. from the University of Illinois and an MBA from Northwestern University's Kellogg School of Management with concentrations in Marketing, Strategy, and Finance. He received the Jane Robertson Award for Academic Achievement as the top student in the graduating class from Kellogg.



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