



Scott Bedbury

Speaker, Author, CEO of Brandstream
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Scott Bedbury is recognized as one of the world's top business minds for his influence on brands like Nike, Starbucks and Airbnb. Since publishing *A New Brand World*, chosen three consecutive times by CEO-READ as one of the 100 greatest business books of all time, he has provided keynotes, seminars and executive coaching in 30 countries on six continents.

Scott's in-the-trenches experiences and principles have been applied in business schools and boardrooms for more than two decades. His next book, to be published in early 2020, will serve as a guide to help institutions and individuals build trust in a post-truth world and prepare for the challenges that increasing transparency and digital disruption will bring.

Scott joined Nike in 1987 as Global Advertising Director to help reposition a third place, primarily domestic brand for young male jocks as a more meaningful and ageless inspiration for all. Together with Nike's small Portland advertising agency, W-K, he launched the "Just Do It" campaign in 1988, one of the most enduring brand repositioning efforts in history.

In 1995, Scott joined Starbucks as Chief Marketing Officer to help CEO Howard Schultz transform one of the oldest commodities and reimagine a 500-year-old tradition, the coffee house, as a welcome "Third Place" between home and work for millions. In three years, Starbucks grew from one store opening a week to three per day, opening its first international markets and establishing the case study for experiential design and marketing.

In 1998, Scott co-founded Brandstream, a global brand consultancy that has advised Airbnb, Apple, Facebook, P&G, Coca-Cola, NASA, Samsung, Casper, Nutella, Microsoft, Starwood Hotels, the North Face, the US Navy, Corona and VWAG. Speaking topics include brand leadership, category disruption, brand innovation, creativity, experiential marketing, brand design, storytelling, consumer insights and organizational culture.

Scott splits his time between Bainbridge Island, Washington and his Brandstream client retreat facility in Bend, Oregon.