

# **Scott Monty**

**Global Digital & Multimedia Communications Manager at Ford Motor Company**

Dearborn, MI, US

Communications executive adept at providing strategic counsel and connecting people to address a full range of business issues

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## **Biography**

He has been called "an unstoppable force of nature," "the best corporate social media lead on the planet," and Alan Mulally, the CEO of Ford Motor Company, called him "a visionary." Currently on the staff of corporate communications in Ford Motor Company, Scott heads up the social media function and holds the title Global Digital & Multimedia Communications Manager. He is a strategic advisor on all social media activities across the company, from blogger relations to marketing support, customer service to internal communications and more, as social media is being integrated into many facets of Ford business. Prior to joining Ford, Scott served as Consigliere for crayon and spent a number of years with PJA Advertising + Marketing, a boutique BtoB agency specializing in health sciences & high tech. In addition to his consulting and agency background, Scott is an active blogger and podcaster. He writes about the intersection of advertising, marketing and PR at The Social Media Marketing Blog and also writes The Baker Street Blog, a literary undertaking. Scott has been featured in hundreds of news and business publications in print and on the web, in nearly twenty books, and on a variety of broadcast media, including NPR, CNN and Fox Business News. Scott is a recognized thought leader in the social media industry and frequently speaks at industry events. Scott received his Master's in Medical Science from Boston University's School of Medicine concurrently with his MBA from BU's Graduate School of Management. He lives in the greater Detroit area with his wife and two young sons, golfs all too infrequently, and has a hidden talent for voice over work. Oh, and one last little-known fact: Scott coined the Oxford Dictionary of English-accepted term "tweetup."

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## **Availability**

Keynote, Moderator, Host/MC, Author Appearance

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## **Industry Expertise**

Writing and Editing, Professional Training and Coaching, Internet, Public Relations and Communications, Corporate Leadership, Media Production, Automotive, Social Media, Media - Online, Advertising/Marketing

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## **Areas of Expertise**

Branding and Reputation Management, Customer Relationship Management, Content Strategy, Social Media Roi Analysis, Social Media Marketing, Integrated Marketing & Communications Strategies, Digital Marketing Strategy, Mobile Marketing

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## **Sample Talks**

### **What does Google+ really mean for marketers?**

What does Google+ really mean for marketers? A perspective from the first brand there on what it means for individuals, your brand and the web. Ford was the first brand on Google+ in July 2011 and remained whitelisted even after Google banned other brands. Learn why Ford was there so early. Learn what's different about Google+ for a brand that makes it so special. Learn the implications that go beyond the confines of the platform itself.

### **Ford's Social Media Success Story**

Social media is a global phenomenon and companies small and large are finding that they're being thrust into it, whether they want to or not. For companies that have a global presence, it can be difficult to gain trust, attention and remain consistent across borders. Ford Motor Company has been recognized as a leader with its social media efforts, but how has the automotive giant made it possible to keep a comprehensive strategy across the six continents on which it does business?

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## **Event Appearances**

### **Can Social Media Improve How Healthcare is Managed?**

Blogworld & New Media Expo 2011

### **KEYNOTE SPEECH**

DrivingSales Executive Summit

### **Ford's Approach to Social Media**

Google Think Gearshift Conference

### **KEYNOTE SPEECH: How Ford Motor uses social media to manage its reputation and save millions of marketing dollars**

TWTRCON

### **KEYNOTE SPEECH ? Ford & Social Media: Opening the Highways to All Mankind**

Social Media Breakfast Madison

### **KEYNOTE SPEECH**

DMA09 Annual Conference & Exhibition

### **KEYNOTE SPEECH: The Global Language of a Social Media Strategy**

Social Media World Forum

### **KEYNOTE SPEECH ? Opening the Highways to All Mankind: How Ford Uses Social Media to Manage its Reputation**

Marketing 2.0 Conference

## **KEYNOTE SPEECH**

Mesh Conference

## **KEYNOTE SPEECH**

iStrategy London Digital Marketing Conference

**This Week in Digital Podcast**

SXSW Interactive 2012

**KEYNOTE SPEECH: What does Google+ really mean for marketers?**

Social Fresh East

## **KEYNOTE SPEECH**

Lansing Economic Club Speaker Series

**KEYNOTE SPEECH: Brand Management and Social Media**

Social Media Club Kansas City ? Breakfast with Scott Monty

**Digital Natives: Engaging GenY on their Turf**

MARKETING WORLD 2012: A Frost & Sullivan Executive MindXchange

**Brands On Platforms: Engagement, Redux**

Business Insider's Social Media ROI 2012

**How Big Brands Are Using Social Media**

Social Media Success Summit 2012

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## **Education**

**Boston University**

BA Classical Civilization

**Boston University School of Medicine**

MS Medical Science

**Boston University Graduate School of Management**

MBA Health Care Management

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## **Accomplishments**

**Trailblazer Award**

Scott Monty, manager of global and multimedia communications for Ford Motor Company, will be the first recipient of the Marketing & Sales Executives of Detroit's (MSED) new Trailblazer award at the organization's annual Black-Tie Gala to be held at The Townsend Hotel in Birmingham, Mich. on October 25.

**Best Social Media Leadership**

PCG Digital Marketing has announced that Scott Monty, head of Social Media at Ford Motor Company, is a 2011 Automotive Social Media Award (ASMA) winner. One of only four companies to receive an ASMA, Scott Monty took home the award for Best Social Media Leadership during the Automotive Website Awards ceremony on October 7th at Caesars Palace in Las Vegas.

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