

**Doug Scott**  
**President, OgilvyEntertainment, USA**

Doug Scott is the President of OgilvyEntertainment, where he has, since June 2006, been developing and producing brand funded entertainment for clients, including The Business of Innovation for IBM, Digital Cribs for Cisco, The Invested Life for TD Ameritrade, and an animated series for Capri Sun.

Before Ogilvy, Doug was co-founder of MATTER, where he developed and produced high visibility integrated marketing programs including Diddy Runs the City for Sean Combs, the Lohas Conference for Ford Motor Company and Blender Sessions concert series. Prior to MATTER, Doug was Executive Vice President, Marketing and Branded Entertainment Creative Director at Hypnotic where he developed the Chrysler Million Dollar Film Festival for Daimler Chrysler as well as programs for Reebok, Nintendo and Toyota.

Early in his career, Doug was involved in launching the Hollywood Stock Exchange which was a simulated stock market where you could trade movies, stars and music properties; ArtView, a global network of galleries, auction houses and museums and the Red Herring magazine.

Doug is an advisor to Desi Hits, Treehugger, and Sogua and an active speaker at industry conferences such as MIPTV, The Festival of Media and OnMedia, and a guest lecturer at several business schools, including NYU and UCLA. He holds a B.S. in Economics from University of Maryland, College Park.



**Ogilvy***Entertainment*

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OgilvyEntertainment was founded in 2006 as the entertainment marketing arm of Ogilvy & Mather. With a worldwide presence including offices in Singapore and Paris, our team is headquartered in New York City. OgilvyEntertainment is a diverse group of 25+ experts with backgrounds spanning every aspect of the entertainment and marketing industries. Our holistic approach to branded content and original entertainment stems from our desire to weave a brand's DNA into engaging, story-driven content to effectively communicate with consumers through a variety of media channels and platforms.

OgilvyEntertainment's mission is to create award-winning branded content and intellectual property that provides long-term value to our brand clients and partners. Our model transcends traditional 360-degree approaches, as we believe in engaging consumers in a 365-day interaction – through platform agnostic programming. While tapping the pulse of innovative entertainment technology, we maintain accountability as we establish benchmarks for success in line with client KPIs.

**Contact**

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