

# DIANE SCOTT

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Denver, CO

 My LinkedIn Profile



## GLOBAL EXPERTISE

Global P&L Operations  
Strategy & Financial Planning  
Turnaround Strategy Development  
Leadership & Succession  
Digital & Mobile Transformation  
Governance & Compliance  
International Market Entry  
Risk & Crisis Management  
Change Management  
Brand Strategy & Repositioning  
Marketing & Product Innovation  
Customer Segmentation  
Business Analytics & Intelligence  
Pricing Strategy & Planning  
Strategic Partnership Development



## RECOGNITION/FEATURED

Global M50: Top 50 CMOs  
Brand Innovators: Women CMO Award  
NG/CMO: Customer Engagement Award  
National CMOs: Social Responsibility Award  
Speaker – Global Conferences (varied)  
Forbes  
The Economist Group  
The New York Times  
HuffPost  
CMO  
Business Standard  
Marketing Daily  
Loyalty360  
Promotional Marketing  
Denver Business Journal

## CEO | BOARD OF DIRECTORS CANDIDATE

Proven international business leader with a reputation for delivering turnaround growth through well-defined customer strategy and operational excellence.

## CAREER IMPACT

**CHIEF EXECUTIVE OFFICER | OWNER | BOARD OF DIRECTORS CHAIR | 2016 – PRESENT**  
Aspen Distribution | Denver, CO

Leverage turnaround and change-management expertise to acquire and reverse trend of a privately held, third party logistics company. Set strategy for financials, compliance adherence, risk tolerance, operations, human resources, culture, capital allocation, and sales. Organize and lead internal-facing Board of Directors (BOD).

- Established company's first predictable and profit-focused financial management models, setting up sustainable long-term growth for business.
- Launched untapped foreign trade zone distribution strategy, opening a new strategic market opportunity.
- Led development of new customer verticals resulting in new Fortune 500 and government customers.
- Introduced new executive compensation plans, new technology platforms and restructured operating model to streamline costs and improve efficiencies for customers.

**GLOBAL CHIEF MARKETING OFFICER | PRESIDENT OF DIGITAL VENTURES | EXECUTIVE VICE PRESIDENT | 2011 – 2016**

Western Union Financial Services | Englewood, CO and San Francisco, CA

Led development for all global products, go-to-market, pricing, customer, and brand strategies for \$5+ billion Fortune 500 company, across 200+ countries. Served as an officer of company and executive committee, identified gaps and opportunities in 3-year horizon and analyzed potential acquisitions and go-to-market strategic plays for organization globally.

### P&L Operations

**Built and launched global \$300M+ digital/mobile ventures startup.**

- Global Digital/Mobile: Successfully grew digital/mobile P&L and platform across 30 countries with 30% YOY growth in revenue – highest in company history. Business development and integration with key partners including telecom, internet, and social media platforms.
- North/South America: Led development of all go-to-market strategies for \$2+ billion division across 40+ countries. Managed all product lines and marketing functions.
- United States: Revitalized US to US business which received notable investor community attention; turned around strategy and delivery of WU's largest single product line from negative to double digit transactional growth in 12 months.
- Pricing: Responsible for revamping all pricing models globally to maximize profit yields across thousands of corridors (country pairs).

### Governance

**Chaired and influenced key strategies and corporate governance.**

- Drove oversight for global corporate communications and crisis management in a high risk, high compliance financial market.
- Key influential role in driving annual and 3-year business, strategy planning with Executive Committee and Board of Directors.
- As internal Chair of Global Market and Competitive Intelligence Advisory Board, provided better-informed decisions through high impact market segmentation, business analytics, M&A due diligence, competitive intelligence planning.
- Led WU Foundation Board in forming key partnerships within B2B, Clinton Global Initiative for NGOs/Disaster Relief, Davos, and UEFA Europa League.

#### Global Branding

#### Architected, modernized brand in over 200 countries.

- Aligned Executive team and Board of Directors to look beyond current metrics to penetrate evolving markets with new global brand strategy, platform, and ingredient brand structure – 200+ countries, 14 months.
- Soared WU to top of social media engagement with 8M+ followers; 4 to 6x engagement rate of other global financial industry players; 100+M views across 120 countries.
- Created new product innovation and introduced gifting vertical strategy, increasing customer frequency, and leaving competition scrambling to adapt to creation of a new disrupter in the marketplace.
- Provided access to untapped customer revenue pools, as well as lift consideration 19+% when exposed to new brand platform.

#### Global Platforms

#### Built global loyalty platform and engagement tools, \$2B+ in revenues.

- Grew loyalty platform to 30M+ active loyalty members across 80 countries, \$2B+ revenues.
- Delivered \$25M+ in incremental value annually through various engagement programs within previously flat retail channel through customer segmentation strategy.
- Rebuilt global analytics platforms for organization – customer, pricing, business intelligence.

#### Prior WU Positions

Senior Vice President | 2009 – 2011

General Manager | 2007 – 2009

Vice President | 2005 – 2007

Director of Marketing | 2001 – 2005

#### Other Notable Roles

- Izodia (Infobank International) | Director of Marketing Communications: (2000 – 2001) Led strategic development and execution of all branding, media relations, analyst partnerships, advertising, customer relationship and web marketing.
- Lumen Technologies (Quest Communications / US West) | Director of Marketing Communications: (1997-2000) Led long-term strategic direction for all brand, products, B2C, and B2B marketing communications efforts for \$1.5B division.
- McClain Finlon | Miles Advertising: (1992-1997) Five years of experience as award-winning advertising and marketing account executive in various brand and advertising firms generating new business, driving revenue growth and expansion for companies across North America, Latin America, Canada, Europe, and APAC.

## EDUCATION

Bachelor of Science, Psychology | Syracuse University | Syracuse, NY | 1992

Women's Leadership Foundation | Certified Boardbound Program | 2023