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."

Availability

Keynote, Moderator, Host/MC, Author Appearance

Industry Expertise

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

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Areas of Expertise

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

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?

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 Manking
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

Education

Boston University
BA Classical Civilization

Boston University School of Medicine
MS Medical Science

Boston University Graduate School of Management
MBA Health Care Management

Accomplishments

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.

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.

Please click here to view the full profile.

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