

# Scott Templar

Co-founder at BRANDTRANSFER

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## Summary

Scott is a long time entrepreneur with a proven track record of building online revenue channels for leading brands. Prior to Co-founding BRANDTRANSFER, Scott spent two-years under contract with Vera Bradley to lead ecommerce innovation - including: the development of new online revenue channels, identify and launch key social media channels, research Web 2.0 technology, and assist with the development of a long-term multi-channel strategy.

### Professional Experience:

On-line / off-line strategy, brand touchpoint planning, mobile marketing & commerce, social media, affiliate marketing, comparison shopping, public relations, sales (B2B, B2C), data mining, web analytics and ROI tracking, search marketing, sports marketing and promotion, corporate sponsorship, product design, prototyping, testing, domestic and international manufacturing, intellectual property, OEM sourcing and partnership development, incentive and corporate special markets sales and marketing.

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## Experience

### **Co-founder at BRANDTRANSFER**

October 2009 - Present (4 months)

BRANDTRANSFER is a performance based internet sales and marketing agency. We help leading brands develop programs for ecommerce and digital marketing enhancement.

every.interaction.counts

### **CEO / Sr. Consultant at AMG**

April 1998 - October 2009 (11 years 7 months)

AMG is a Brand Innovation Company

- Project Management for Strategic Initiatives
- On-line/Off-line Strategy Integration
- Multi-Channel Internet Sales and Marketing
- Affiliate Marketing Consultation
- Brand Touch Point Analysis
- Interactive Media
- Mobile Marketing and Commerce

- Viral/Social Networking and Marketing
- Corporate Special Markets Sales and Marketing
- E-business Strategy and Execution

- AMG has provided marketing services for leading companies, including - Vera Bradley, State Farm Insurance, Fuji Film, Zondervan, Scent Lok, Jeep, Slingshot Bikes.

*5 recommendations available upon request*

### **eBusiness Consultant at Vera Bradley Designs**

September 2007 - August 2009 (2 years)

Consultant for multi-channel e-business strategies, including: social media, ecommerce, affiliate marketing, comparison shopping, web analytics, mobile marketing and commerce, search marketing, re-targeting, social shopping, and new channel development.

- Managed the Affiliate Marketing channel launch for verabradley.com, including business case development, vendor selection, launch, growth management and optimization.
- Managed the Paid Search Marketing channel launch for verabradley.com, including vendor selection, launch, campaign and keyword build out, optimization, and ROI tracking.
- Day to day management of performance marketing teams in Chicago, New York City, and Fort Wayne for verabradley.com
- Led the project for development of Comparison Shopping Engine launch, including vendor selection for verabradley.com
- Provided Vera Bradley with a social media strategy for Facebook, Twitter, Flickr, MySpace and multiple blogs.
- Provided Vera Bradley with consultation for development of new Corporate Gift division.

### **Owner/President at Slingshot Bicycle Company**

July 2001 - January 2007 (5 years 7 months)

- I led the purchase of Slingshot in 2001
- Acted as managing partner for the brands re-launch until 2007
- Developed e-commerce strategies
- Worked directly with major OEM suppliers such as: Kenda, White Brothers, Velocity, Crank Brothers, FSA
- Developed new and managed existing Intellectual Property

*2 recommendations available upon request*

### **Owner at Active Sports Promotion Company**

February 1994 - April 1998 (4 years 3 months)

Managed sports promotion and marketing programs.

Education

**Ferris State University**

Sports Marketing

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## 7 people have recommended Scott

"Scott is a very innovative Marketing Strategist. Scott is a leader in understanding today's new Marketing challenges and developing paths to success with in them all. Scott can help a company to walk you through concept to design using all techniques available today. We received a great Value for our money spent with Scott and AMG."

— **Tony Cook**, was Scott's client

"Scott has the unique ability to understand, resolve, and articulate solutions relevant to client needs as easily as you or I can turn on a light. He is a constant resource for me having the ability to see way beyond the box into the far depths of the cube. He has provided foresight and direction on numerous occasions which has granted me advantages way beyond my typical self-constrained and conforming competition. I recommend Scott for ANY business suggestion you need to get you beyond your limits!"

— **Randy S. Marcove**, was Scott's client

"Scott goes well out of his way to make sure that what he is delivering meets and exceeds his customer's/colleague's expectations. He stands behind his work 100% and is a pleasure to work with."

— **Doug Bailey**, was Scott's client

"Scott is a forward-thinking marketing innovator. His varied work experience gives him tremendous insight to all phases of product development, sales, marketing and building brand affinity. He is always three steps ahead of the masses, making him a notable expert in the fields of affiliate marketing and social networking. I highly recommend Scott and his services. Jeff Casemier"

— **Jeff Casemier**, *Senior Art Director, The C2 Group*, was with another company when working with Scott at Active Marketing Group

"Scott is a creative solutions guru! He has been instrumental in helping us at MegaWall identify and execute web based solutions all while staying focused on our strategic goals. Although his focus is on web initiatives he never lets you stray from a complete marketing/goal driven plan."

— **Matt Renner**, was Scott's client

"Scott is a very creative individual who thinks from the vantage points of broad personal experience coupled with cutting edge knowledge. The other quality that must be mentioned is Scott's thoroughness. As an example, if you're talking with him about e-commerce, your talking with a guy that has visited everyone of the top 500 websites. He knows his stuff and everybody else's stuff as well."

— **Phil Lund**, was Scott's client

"Scott was able to take his vast knowledge of social web trends and help verabradley.com accelerate to a totally new level. With his guidance and encouragement, the company successfully launched its first social network site on <http://www.facebook.com/verabradley/>. With nearly 30,000 fans, the Vera Bradley social presence has been recognized by professionals across the e-business and social networking spectrum. As part of the Internet marketing effort, Scott also pursued, qualified and selected the company's affiliate network partner, making it possible to monetize links from over 500 sites within two months. His grasp of emerging social trends and his passion for the brand have truly been an asset to the Vera Bradley marketing team."

— **Andy Carpenter**, was Scott's client

[Contact Scott on LinkedIn](#)