

I am a management advisor and business author who helps Global 500s to increase brand engagement. I have worked in engagement across a broad range of contexts, such as with Microsoft, Nokia, Orange, Ogilvy, the Church of England, the Finland Tourist Board, and in sectors ranging from aviation to zoology. Unlike my competitors, I am a keynote speaker and best-selling author on the subject.



HIGHLIGHTS

- Author of *The Shape of Engagement*, with has endorsements from leaders in customer, employee and community engagement.
- Former church pastor who oversaw his inner-city congregation grow by 500%.
- Over 21,000 hours of engagement work across a range of sectors.
- Founded one of the first Twitter hashtag communities that became a top-10 rated conference by The Guardian and Wired.

KEY SKILLS

Strategy • Advising • Communication • Facilitation • Ideation

SELECTED EXPERIENCE

Scott Gould Consulting 2015–present

- Advisor to managers within Global 500s on brand engagement.
- UK Chair of The Enterprise Engagement Alliance.

Pastor / Minister, Elim Churches 2012–15 (*Part time unpaid 2003–12*)

- Oversaw the 500% growth of an inner-city church, within a denomination of 100,000 UK members.
- Members ranging from marginalised to high net worth.

Adjunct Lecturer, RLS Leadership School 2010–14

- Taught on leadership and influence on an ILM postgrad course.

Co-founder, Like Minds 2009–12

- Co-founded one of the first social media conferences, and one of the first Twitter communities.
- Launched an international, multi-site co-working club.
- Delivered high-level summits and consulting for senior managers.
- Boosted profile of the regional city of Exeter and its local businesses, and increased inward investment with GVA of £1m.

Creative Director, Aaron+Gould Agency 2008–11

- Full service creative agency and one of the first offering social.

Producer, GO TV 2006–07

- Produced 35 episodes of a national lifestyle TV programme.

Founder & Project Manager, Feedback Youth Initiative 2003–06

- Project running events and life skills training for under-18's.

ENDORSEMENTS

Scott has helped us to transform the way we communicate our message. I recommend him without hesitation.

Andy Byford, CEO, Toronto Transit Commission

Scott is an entrepreneurial leader with the ability to focus primary issues to the advantage of those around him.

John Glass, Former General Superintendent, Elim Churches

Scott is among the most thoughtful, genuine, considerate people I've ever known.

Stephanie Rudat, Advisor to President George W. Bush

Scott's team did more in two hours than our branding team had been able to do in two years.

Jaako Lehtoman, Director General, Visit Finland

Scott has demonstrated to me through the years his insatiable appetite for connecting people and his skills to make that happen.

James Poulter, Senior Social Media Manager, LEGO