SCOTT M. SCHMIDT

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ENTERPRISE OPERATIONS | BUSINESS TRANSFORMATION | PEOPLE LEADERSHIP

Operations and transformation leader with 20+ years of experience, including 10+ years at PwC and earlier leadership at Bear Stearns. Combines an MBA in Operations Management with experience in strategic planning, global operating models, organizational design, enterprise technology, and process improvement. Designed the structure for an organization of 340 onshore and offshore professionals, oversaw operations for a 110-person Creative organization, and managed budgets up to $50M. Partners with executives and cross-functional teams to translate priorities into measurable improvements in efficiency, resource utilization, service delivery, and technology adoption.

CORE STRENGTHS

Enterprise operations • Business transformation • People leadership and organizational design • Global operating models • Strategic planning and execution • Process improvement and change management • Budgeting, forecasting and resource planning • Technology governance and adoption • Workflow automation • Executive stakeholder management • Customer experience • Marketing and creative operations • Adobe Workfront • Salesforce

PROFESSIONAL EXPERIENCE

McDermott Will & Schulte | New York, NY
Director of Marketing, Comms and Business Development Ops
Jan 2026 - Sep 2026

- Directed daily operations across AI, business development, and communications workstreams within Marketing, Communications and Business Development, coordinating technical teams, practice leaders, and executive stakeholders.
- Budgeted and forecasted a $25M departmental budget, monitored allocations, and delivered financial reporting to support strategic planning and resource decisions.
- Audited departmental KPI reporting and partnered with department heads to streamline leadership and Management Committee updates, reducing recurring monthly reporting effort by hundreds of hours.
- Translated executive priorities into AI program roadmaps, cross-functional trackers, and C-suite briefings; presented a business-facing maturity framework to align investment priorities and tool development.
- Replaced manual practice-group and affinity-meeting coordination with automated scheduling logic to reduce recurring administrative work.

PwC | New York, NY
Senior Director, Client Experience Solutions Leader
Dec 2023 - Jan 2026

- Designed and implemented the organizational structure for a 340-person onshore and offshore team, establishing clear roles, accountability, and a people-first culture rooted in trust and high performance.
- Directed daily CX Solutions operations, improving cross-functional workflows and aligning teams around shared priorities and consistent, high-quality outcomes.
- Partnered with Salesforce product owners to shape strategy, requirements, governance, and integration priorities, translating business needs into capabilities that improved usability and adoption.
- Led strategic development of a sales-enablement automation offering used in the redesign of 150+ consulting offerings, saving thousands of hours.

PwC | New York, NY
Creative Operations Leader, Creative Group
Nov 2012 - Dec 2023

- Oversaw operations for a 110-person award-winning Creative organization and led a 15-person Creative Operations team, aligning people, workflows, and resources with business priorities.
- Led Adobe Workfront implementations for Creative, US/Global Brand, and PwC Canada, streamlining workflows and improving cross-functional collaboration; introduced operational best practices to improve team efficiency.
- Managed a $50M Marketing and Creative budget, aligning resources and spending with business priorities and supporting financial discipline.
- Led offshore resource implementation and onsite utilization reviews that saved $3M annually.
- Oversaw automation development that eliminated 5,000+ hours of manual work and a custom digital asset management implementation that saved 3,000 hours annually.
- Directed a vendor review with Procurement, Creative, and Brand to establish a preferred vendor shortlist aimed at improving quality and brand adherence.

PwC | New York, NY
Senior Digital Manager, US and Global Online Marketing
Jul 2008 - Oct 2012

- Owned $10M+ in Global Creative and Brand budgets and resourcing strategy, partnering with Marketing leadership on investment decisions; managed a $5M Marketing and Technology budget and developed forecasting models.
- Served as program lead for a 3,000+ page firm website redesign; led the CEO Survey website initiative and conceived and led development of a proprietary charting solution.

Bear, Stearns & Co. Inc. | New York, NY
Associate Director, e-Commerce
Jul 1998 - Jun 2008

- Managed four project managers responsible for 20+ internal and external websites and applications.
- Developed an internal content management system to comply with legal, compliance, and business-unit requirements.

EDUCATION

Baruch College | MBA, Operations Management

Beta Gamma Sigma International Honor Society

Hofstra University | BA, Economics

COMMUNITY IMPACT

American Heart Association: Raised $220,000 from 2009 to 2026.

Additional service: Big Brothers Big Sisters of America; God's Love We Deliver; Habitat for Humanity project leadership.