

SCOTT M. SCHMIDT

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CREATIVE, DIGITAL, MARKETING TECHNOLOGY & OPERATIONS LEADER

Executive leader with 25+ years of experience, including deep roots in financial services, leading technology, operations and teams across complex global organizations. Deep expertise in marketing and CX technology, digital experience, creative operations, automation and AI, global delivery, and operating model transformation. Brings a distinctive ability to bridge business and technology, translating strategy into platforms, processes and organizations that deliver at scale.

Led global teams of up to 300 professionals and budgets up to \$50M annually with a track record of building high-performing organizations, modernizing operations, implementing enterprise platforms, and delivering significant productivity and cost improvements.

PROFESSIONAL EXPERIENCE

McDermott Will & Schulte | New York, NY

Director of Marketing, Comms and Business Development Ops

Jan 2026– Sept 2026

- Direct day-to-day operations across MCBBD's AI, business development, and communications functions; coordinating cross-functional workflows between technical build teams, practice group leadership, and executive stakeholders to keep strategic initiatives moving and consistently delivered.
- Designed and presented AI strategy materials to the firm's Executive Committee, translating technical AI workstreams into a business-facing maturity framework used to communicate firmwide AI investment priorities.
- Served as operational lead for the firm's enterprise AI initiative- translating executive strategic priorities into program roadmaps, cross-functional trackers, and briefing materials for C-suite stakeholders, while ensuring AI tool development stays aligned to priority projects and delivers measurable efficiency gains.
- Administer budgeting and forecasting for MCBBD's \$25M budget, monitoring adherence to allocations and delivering financial reporting to firm leadership to support strategic planning.
- Led a full audit of departmental KPI reporting to department leaders and the Management Committee, working with department heads to streamline the reporting process and reducing recurring monthly reporting effort by 100s of hours.
- Revamped the firm's scheduling system for practice group and affinity meetings, replacing manual coordination with automated logic to reduce ongoing administrative overhead.
- Led design and pilot rollout of an AI-based client-signal monitoring system identifying business development opportunities across a pilot group of six major client accounts.

PwC | New York, NY

Senior Director, Client Experience Solutions Leader

Dec 2023–Jan 2026

- Designed and implemented the org structure of a new 40-person onshore, 300-person offshore Client Experience (CX) Solutions (technology) team with a focus on empowerment and strategic

transformation, implementing structure and clarity while fostering a people-first culture rooted in trust, accountability, and high performance.

- Directed daily operations of CX Solutions, optimizing cross-functional workflows, ensuring operational excellence, and driving alignment across teams to deliver consistent, high-quality outcomes.
- Drove the strategic vision and roadmap for PwC's Salesforce ecosystem by shaping requirements, governance, and integration priorities across cross-functional teams, ensuring the platform enabled scalable growth and consistent client experience delivery.
- Served as a senior business and technology thought partner to Salesforce product owners, translating firm-wide operational and CX objectives into actionable platform capabilities that improved usability and adoption
- Led the strategic development of a sales-enablement automation offering, playing a pivotal role in shaping its long-term vision, defining market positioning, and setting the foundation for scalable, sustained impact. The automation was integral in the complete re-design of PwC's consulting practice 150+ offerings and saved the firm 1000's of hours
- Provided executive oversight for 300-person offshore team's innovation initiatives, accelerating adoption across the firm and establishing a culture of experimentation, continuous improvement, and forward-thinking design.
- Leader of a firm-wide cost-saving project, partnering with Procurement to uncover \$10M in firm-wide cost-saving opportunities and enhancing collaboration between Creative and Workplace Services functions.

Creative Operations Leader, Creative Group

Nov 2012–Dec 2023

- Oversaw the day-to-day operations of 110-person award-winning Creative team; led 15-person Creative Operations team; and 150+ person offshore team
- Managed \$50M Marketing and Creative budget
- Oversaw the development of many new automations, most recently Brand Checker and Bio Photos eliminating 5k+ hours
- SME of work management software (Workfront)
- Oversaw implementation for Creative, US/Global Brand and PwC Canada resulting in streamlined workflows and improved collaboration
- Implemented best practices to ensure teams were working most efficiently
- Worked with PwC Adobe Alliance team on development of digital client offering
- Authored YT video for Adobe Alliances team- "Using Adobe Workfront for Collaborative Work Management"
- Presented at PwC Innovators Event- to demonstrate to PwC partners how Creative is using Adobe solutions to solve business challenges
- Program lead for custom DAM implementation which led to 3k hours saved per year
- Led all phases of implementation of offshore resources; conduct onsite analysis of resources for improved utilization. Led to \$3M savings per year

- Directed Procurement, Creative and Brand team's vendor review project to create vendor short list to improve quality and brand adherence

Senior Digital Manager, US and Global Online Marketing

Jul 2008–Oct 2012

- Owned and managed the entire Global Creative and Brand team budgets (\$10M+) and resourcing strategy, working alongside Marketing leadership on investment strategy
- Managed \$5M Marketing and Technology budget and developed forecasting models for Global Digital leader
- Program lead for complete firm website redesign- over 3,000 pages
- Acted as strategic lead and PM for CEO Survey website; conceived idea and led development of proprietary charting solution to more effectively present survey findings

Bear, Stearns & Co. Inc. | New York, NY

Associate Director, e-Commerce

Jul 1998–Jun 2008

- Managed team of 4 project managers responsible for the creation and maintenance of over 20 internal and external websites and applications
- Led several website redesigns, including Corporate Cash Group website- a portal that managed over \$14 billion in client assets
- Developed an internal content management system for all Bear Stearns websites 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

PHILANTHROPIC WORK

Big Brothers, Big Sisters of America | 1998–2000, 2006–07
 American Heart Association | Raised \$220k from 2009-26
 God's Love We Deliver | 2012-7
 Habitat for Humanity | Project leader (Dec 2010)