

Scott MacIver

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Summary	Executive leader and entrepreneur with more than 30 years of experience in business strategy, operational leadership, and brand development. Proven ability to solve complex challenges, scale growth, and foster brand loyalty through clear vision and innovative execution.	
Experience	STONER & CO, LLC	BIDDEFORD, ME
2019-2025	Chief Operating Officer <i>Family-Owned Cannabis Company Serving the Medical and Adult-Use Markets in Maine</i> <ul style="list-style-type: none">• Day to day operational controls of the primary business units - cultivation, production, distribution and retail — from seed to sale.• Hold responsibility and accountability for planning, directing, organizing and controlling the overall operational activities and staff of the organization, under the direction of the CEO.• Implement and coordinate operating practices and standard operating procedures to make sure for a return on effective and efficient business operations.• Establish and provide for the maintenance of controls and systems to analyze and report on operating efficiency and the status of financial metrics.	
2012-2019	MacIVER STUDIO	BIDDEFORD, ME
	Managing Director <i>Management Consultancy Focused on Business Change, Operations, Systems and Efficiency</i> <ul style="list-style-type: none">• Deciphered the structure of business organizations and align their mission, strategies, and business imperatives with operations to improve desired business results.	
2011-2012	THE ATOM GROUP	PORTSMOUTH, NH
	Operations Engineer, Director of Strategy and Planning <i>Web-Based Software Development, Mobile Apps and Mobile Web, and Technology Solutions</i> <ul style="list-style-type: none">• Helped personnel with strategies for increasing innovation and proactively building client relationships by teaching staff to write brief, specific, and clear communication.• Managed special projects, wrote client proposals and closed new business opportunities.• Led the quarterly and annual account planning process, to evaluate and improve the agency's client relationships, work quality, creative direction, and financial strength.	
2006-2011	MacIVER THINKING, INC. & WALKSIGN CONSULTING	STAMFORD, CT and MONCURE, NC
	Innovator. Thinker. Doer. <i>Entrepreneurial Venture Providing Innovation, Thought-Leadership, and Creative Solutions</i> <ul style="list-style-type: none">• Delivered creative direction, writing, and strategy to businesses and creative services firms.• Helped companies achieve sustainable competitive advantage using clear, consistent, and concise communication that is relevant to their audiences.• Built relationships and collaborative communities where brands could thrive by listening and responding to the needs, wants, and desires of specific audiences.	
2003-2006	THE INTERPUBLIC GROUP OF COMPANIES, INC. (NYSE: IPG)	NEW YORK, NY
	Board-Elected Corporate Officer, Vice President, Planning and Business Development <i>Global Marketing Communication and Services Holding Company</i> <ul style="list-style-type: none">• Served the global planning and business development requirements of the executive office of IPG as a member of the chairman and CEO's staff.• Managed collaboration among IPG agencies to foster an environment where the right integrated services were provided to clients, at the right time, and in the right place.• Developed business solutions to drive organic growth among IPG's operating companies.• Handled special assignments, such as client briefs, IPG's annual report, and policies and procedures, for the chairman, CEO, and executive staff.• Worked for some of the most distinguished agencies across and within Interpublic Group's corporate, healthcare, technology, consulting, and communication services firms.	

1995-2003	IPG: ADVANCED MARKETING SERVICES (AMS) NEW YORK, NY 2001-2002, Vice President, AMS Corporate Planning, Strategy, and Business Development <ul style="list-style-type: none"> • Developed the corporate and business operations of Advanced Marketing Services, a \$1.3 Billion global marketing services group. Led and managed the business planning process. • Grew the business and expanded client services with unique and differentiated marketing platforms driven by innovative technologies and collaboration. • Provided acquisition and investment insights that complemented the business operations, and enhanced revenue potential through the adaptation of new offerings. • Served on behalf of AMS as Chief Technology Officer to redefine and rebuild Interpublic's information services on a global basis.
	IPG: ALLIED COMMUNICATIONS GROUP CAMBRIDGE, MA 2000-2001, Managing Director, Interactive Strategy <ul style="list-style-type: none"> • Led the information architecture, strategic development, production, and implementation of interactive technology offerings for this specialized marketing services group. • Developed a comprehensive internal technology and applications management plan. • Drove executive management efforts across Interpublic, Allied and its agencies on the development of technology and applications, partnerships, and strategic alliances. • Established standards for governance of information technologies including business-unit-wide strategic planning, budgeting, resource allocation, coordination, and integration of service offerings.
	IPG: THE WEBER GROUP / WEBER SHANDWICK WORLDWIDE CAMBRIDGE, MA 1997-2000, Vice President and Director of Interactive Communications <ul style="list-style-type: none"> • Directed the global development of interactive products and services for the agency and its clients, including determining pricing strategies, sales and marketing techniques. • Managed the selection and development of alliances with Internet companies that offered the agency and its clients a strategic advantage in the marketplace. • Participated as a key member of new business teams to win major engagements for marquee clients including Ernst & Young, General Motors (eGM), and Monster.
	IPG: MCCANN-ERICKSON / MCCANN HEALTHCARE CHICAGO, IL 1996-1997, Account Supervisor and Group Director, Interactive Communication <ul style="list-style-type: none"> • Wrote the business plan and operating guidelines for new interactive unit, then managed all group activities including new business development, marketing, strategic execution, creative direction, branding, timelines, budgets, and client-agency stewardship. • Directed a team in the design and production of interactive solutions – such as CD-ROMs, detailing aids, educational games, and websites – for the healthcare industry. • Managed accounts for and advised key healthcare clients such as Abbott Laboratories, Glaxo, Johnson & Johnson, Searle, and Pharmacia Upjohn, among others.
1991-1995	BURSON-MARSTELLER CHICAGO, IL Account Representative to Account Supervisor <i>An Agency of WPP plc</i> <ul style="list-style-type: none"> • Created business development plans, budgets, and timelines for client engagements. • Wrote annual reports for major clients such as Maytag and Clark Equipment Company. • Consulted on perception management and public relations engagements for corporate and consumer companies including Ameritech, Dow Corning, Kraft General Foods, McDonald's, Sprint, Sun Microsystems, and Tribune Company. • Facilitated creative brainstorm sessions to generate ideas for bringing awareness to brands.
Education 1987-1991	ITHACA COLLEGE ITHACA, NY Bachelor of Arts, English with minors in anthropology and integrated communication.