

LET'S TALK ABOUT SUCCESS.

SCOTT EAST

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MEMBER PROFILE



Scott East
Charlotte, NC
Co-founder, MSIGHTS

PUBLISHED TITLES:



The Cuttlefish Marketer

Scott East is the co-founder & CEO of MSIGHTS. Throughout a 25-year career in marketing, he has led campaigns for the likes of Sprint®, FedEx®, Verizon® and AOL®. Since 2004, MSIGHTS has helped clients distill critical insights from their often tangled marketing data. Scott’s firm capitalized on the explosion in demand for superior marketing data analysis.

Why He Published: “We work with top-tier marketing executives at some of the most well-known brands in the world. **One reason for writing a book was to achieve instant credibility.** It also has been a great way to build relationships with other marketing executives. Not to mention, it had always been a ‘bucket list’ item for me.”

Why He Chose Advantage|ForbesBooks: “I had an opportunity to hear multiple speakers at Entrepreneurs Organization events who have written books with Advantage. So when I started the process, I called Advantage first. They had everything I wanted in a partner so I didn’t call anyone else. Instead I dove right in. Advantage has been an incredible partner all along the way. I love being a part of the Advantage family.”

The Results: “The team was amazing at helping me focus, refine and better focus the book contents. Since publishing the book, I have had several speaking opportunities across multiple countries including Mexico, Switzerland, United Kingdom and Singapore. **After almost every speaking session, I have at least 3-5 people come up to me afterwards, wanting to continue the conversation or to speak to their teams. It’s been an incredible way to open doors that otherwise would not have been opened.** I wouldn’t have completed the book without your team’s help, patience, persistence, and expertise. I highly recommend working with Advantage.”

SUCCESS BY THE NUMBERS

10+
INTERNATIONAL
SPEAKING
ENGAGEMENTS

2.6M
UNIQUE VISITORS
PER MONTH DUE
TO THE BOOK

75%
RATE OF ACCEPTANCE
FOR SPEAKING
ENAGEMENTS

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