

## Scott Atwell



Scott Atwell, Senior Vice President, brings to the firm nearly 25 years of experience in higher education advancement, with expertise in strategic communication, branding and marketing, campaign planning, board and donor relations, public relations, stewardship, and cutting-edge alumni engagement strategies spanning digital media, social media, press, television, radio, and marketing media channels.

Before joining the firm, Scott was the CEO at the Florida State University (FSU) Alumni Association from 2008 – 2018 where, under his leadership, FSU placed in the top ten among public universities for alumni giving.

During his tenure as CEO, Scott grew the Association's annual budget from \$1.5 million to nearly \$4 million, expanding awards programs, creating a transparent board selection process, and launching the publication of VIRES® magazine. The Association also earned a national No. 9 ranking from U.S. News and World Report for its Annual Giving Rate review, which found that 19.5 percent of alumni were giving back to the University. He was also part of the senior leadership team for the university's \$1 billion capital campaign. In the words of the University's President, John Thrasher, "Scott generated so much excitement about Florida State. He really energized our alumni base to spread FSU's story of preeminence and academic success."

Prior to his role as CEO, Scott served as the FSU's Chief of Staff in University Relations and as its Director of Electronic Media from 1994 - 2005. He created the Visual Media and Promotions Department within the University Communications Division and served as its first director, managing television and radio production operations. He also managed a wide range of public affairs, marketing, and promotional opportunities, including online content and internal alumni and academic publications. He has worked closely with FSU Presidents, Vice Presidents and Deans on strategic communications for the University, as well as with President of the Alumni Association, Foundation and Seminole Boosters. From 1995 – 2000 he also served as a part-time adjunct faculty member in the College of Communication.

The consummate innovator, Scott has also produced, written, and directed several of Florida State's institutional messages for national television broadcasts. In 1994 he was the co-creator of the FSU Headlines radio program, which still broadcasts three times each weekday across the state. In 1995, he was the co-creator and host of the FSU Headlines Television Show, which also continues to broadcast statewide. In 1997, he received the University's Gabor Superior Accomplishment Award for his writing and production of a feature-length documentary on the University's history.

An accomplished speaker and presenter, Scott has served as Master of Ceremonies for many of the University's most important events, including its 150<sup>th</sup> anniversary celebration in 2001. In 2003 the Tallahassee chapter of the Florida Public Relations Association honored Scott with its first-ever "Communicator of the Year Award."

In addition to his many roles within the FSU, Scott worked as a graduate assistant to former Sports Information Director Wayne Hogan before becoming a sportscaster and the voice of the Seminoles for the CBS affiliate in Tallahassee, WCTV, where he quickly rose to the position of Sports Director.