

# I move mountains.

There are few people you will encounter on your great ascent that have as much value to offer **The Wanderlust Group** as I do.

That's a very bold statement. Let me explain.

[View the presentation I created for The Wanderlust Group: https://4xpedition.com/wanderlust/](https://4xpedition.com/wanderlust/)



**I'm a powerhouse when I'm passionate about what I am doing.**

When I'm driven by passion, I am unstoppable. So, in my pursuit to find the best place to invest my time, I researched companies that offered a product, service, or **initiative that I love**. I wish to work for an organization that has a broader reach than I do in order to fulfill my personal life purpose of inspiring more people to **get outdoors and connect with nature for our sustainability**. I decided to center on the outdoor industry, nature-based travel, digital tools for the outdoors, organizations that put nature first, and companies that shared my philosophy about society, people, the environment, and our future.

**Among the companies that sifted to the surface, The Wanderlust Group** stood out. I truly believe in the company philosophy. I feel I can relate to—and connect with—the people that are driving the business forward. **I believe I can make a real difference to The Wanderlust Group**. I believe I have the ability to increase momentum and help the organization reach new plateaus. And, I know I will do so with a big heart, good will, strong passion for my work, and a sharp focus to successfully execute. **Why? Because what you do and why you do it aligns with my passions and motivation.**

**I have a remarkable resume of experience, expert-level skill set,** and excellent written and verbal communication. I am an internationally awarded designer, proven team builder, and inspirational leader. **I've helped more than 2,000 companies start-up, grow, and/or expand into new markets. Some of them became billion-dollar public companies.** I've worked in a range of executive capacities in the realm of branding and marketing, product design and development, business management, and operations. I've managed large teams and multi-million dollar budgets. I've helped start-ups raise more than \$80M in capital. I built an award-winning brand agency that I ran for 16 years.

**I would like to be considered for your Sr. Product Marketing Manager role.** I would like the opportunity to demonstrate what I am capable of **and be a part of The Wanderlust Group team that's moving mountains.**

Thank you for your time and consideration,  
Scott Leuthold

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# Scott Leuthold

Creator • Strategist • Motivator

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## I lead by example.

**Integrity and honor are my guiding principles.**

I inspire teams to blaze new trails and break through barriers. I am proficient in business management, brand development, creative design and direction, and team leadership. I show up with purpose. Not a single client, co-worker, employee, board member, angel investor, or underwriter I have ever had the pleasure to work with would disagree.

**For that I take great pride.**

## Key Experience

**Founder, Content Creator, and Influencer | 4XPEDITION** - Current

I built an outdoor brand, YouTube channel, membership system, merchandise, and products targeting outdoor adventure enthusiasts. The YouTube channel is viewed by up to 100,000 viewers from over 50 countries who watch on average 600K - 1M minutes of content each month. Partnerships include respected outdoor brands such as Johnson Outdoors, iKamper, Sierra Designs, Teton Sports, Luno Life, and many others. I developed a membership community called [TEAM 4X](#) with paying members from 20 US states, Canada, UK, and Australia. I launched a not-for-profit called [Camp Steward](#) to encourage outdoor lovers to take a pledge to protect our wild lands and public access. I am a published author of a book about nature immersion and our sustainability.

**Links:** <https://4xpedition.com>

**YouTube:** <https://www.youtube.com/c/4xpedition/>

## 5 Key Hiring Points

**Proven capabilities** that will add significant value to the marketing, branding, and corporate effort across multiple departments

**Deep understanding** of the start-up and growth environment having held key executive and team leadership roles and managed multi-million dollar budgets

**Strong leadership** acumen and a reputation for building and inspiring champion teams that are driven with purpose and are proven to execute

**Extensive experience** marketing and branding to both B2B and B2C with proven ability to build key partnerships and drive action

**A world-class expert** in design and brand development having built multi-billion dollar brands from the ground up

**These are just a few of the reasons I deserve a place at the table. Ask me for more when we chat.**

**Chief Marketing Officer and VP of Marketing | SurchX, Inc. – 08/01/18 – 01/01/20 – Phoenix, AZ**

I built and led a team in the development of a start-up brand in the Financial Regulation Technology sector. SurchX, Inc. was founded by serial entrepreneur, Robert Maynard, Co-founder of two successful billion-dollar publicly traded companies: LifeLock, Inc. and Internet America. Robert personally requested my involvement. I was hired as the Sr. VP of Marketing and later promoted to CMO. I was on the executive team that raised \$6M in angel investor capital. My team and I built and managed a proprietary marketing automation system and lead generator for our sales team to use. I created the company market strategy and brand. I presented regularly to bankers, investors, clients, the media, and our staff of 45. SurchX was awarded the 2019 winner of the Thomson Reuters Global RegTech competition. SurchX is now Interpayments, Inc. I am still an investor.

**Links:** [SurchX on YouTube](#) | <https://interpayments.com>

**CEO and Creative Director | Prcevr Agency – 01/05 – 05/18 – Scottsdale, AZ**

I founded and built my own brand agency over the course of 16 years. Clients included LifeLock (NASDAQ: NLOK), Mobile Mini (NASDAQ: MINI), Isagenix International, eBay Corporation (StubHub), Vektor Vodka, Enova Illumination, and hundreds of others. My agency was named a top 25 Social Media and Digital Marketing agency in Metro Phoenix by the Phoenix Business Journal. **Links:** <https://prcevr.co>

**Creative Director | Fitness Venture Group (a.k.a. Fitness Insite) – 02/2003 – 12/2005 – Phoenix, AZ**

Led a team in the design and launch of over 1,000 websites in the health and fitness industry. When hired, I reorganized the team to bring a 45 website project backlog to current in the first four months completing more than 80 websites (backlogged and new sales). Directed design team in the development of web interfaces, animations, e-marketing campaigns, network wide national brand promotions and trade show collateral for more than 1500 Health and Fitness Industry clients including Gold'sGym.com, WorldGym.com, PowerhouseGyms.com, 24-Hour Fitness, and Hi-Health Stores. Developed E-promotions rolled out on our network for clients such as Balance Bar, Bowflex, Adidas and a sweepstakes promotion for Disney movie releases. Worked directly with Corporate Officers, Sales, and Customer Service to redevelop an entire product platform Graphical User Interface. After leaving the company, I was asked to continue as a consultant for high end application and website projects including a mass-market web application for workout and nutrition programs to consumers of such reputable international brands as Adidas and EAS supplements.

## Awards

**14th Annual Webby Awards: Web Design** International Academy of Digital Arts and Sciences

**Best Regulation Technology Company** - 2019 Thomson Reuters Global RegTech Competition

**Top 25 agencies in the Valley: Social Media and Digital Marketing** 2018 Phoenix Business Journal Book of Lists

**Oppenheim Toy Portfolio:** Top 100 Products

**Parent's Choice Awards** Notable and Recommended Product

**Dr. Toy:** Travel Product of the Year

**Lindt Swiss Chocolate Spirit of America National Design Competition:** Top 10 finalist among over 1000 entries

**References available upon request.**