

Together, we'll move mountains.

December 16, 2022

Vista Outdoor
9200 Cody Street
Overland Park, KS 66214

Dear Hiring Manager,

I lead by example and inspire teams to blaze new trails and break through barriers.

I am proficient in marketing and branding, business development and management, 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 served would disagree.

I believe that the most effective team members are those who awaken every day with passion for what they are doing. Teams need to believe in what they are doing for their **jobs** to become their **work**. There's a difference. I am an inclusive listener, diplomatic leader, and a considerate team member. I am driven by integrity and honor as my guiding principles.

I am an expert in marketing, brand strategy, market positioning and penetration, and business partnership development—particularly for the outdoor, camping, overland and off-road markets.

I have an award-winning resume of experience. I built my own branding and marketing agency from the ground up and ran it for 16 years. My team and I built brands from scratch for the likes of LifeLock (NASDAQ: NLOK), Isagenix International, Mobile Mini (NASDAQ: MINI) and hundreds of others. I was an authorized marketing service provider to Ebay, Corp serving the marketing needs to Stubhub. My agency was recognized as a top 25 digital marketing and social media agency in Arizona by Business Journal. **I've lead marketing, creative, product development and business development teams. I am a published author of a book on the importance of Nature connection.**

I have an expert-level skill set. Among more than 10 national awards I have received, I've been recognized by the International Academy of Digital Arts and Sciences –Webby Awards.

Please take a look at my resume and accompanied on-line presentation.

Thank you for your time and consideration,
Scott Leuthold

Call me: 602.321.8277 Write me: sleuthold@4xpedition.com Connect on LinkedIn: [/in/scottleuthold/](https://www.linkedin.com/in/scottleuthold/)



Scott Leuthold

Creator • Strategist • Motivator

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Highlights

Ran an award-winning branding and marketing agency for 16 years serving clients such as Ebay Corp, LifeLock, Isagenix International

Proven outdoor industry influencer, marketer and branding expert

Experienced in B2B and B2C marketing and branding as well as extensive Intranet distributor and franchisee network marketing

Experienced leader building champion marketing, sales and design teams and managing multi-million dollar department budgets

My roadshow presentations have helped companies raise more than \$80M in investor capital, close licensing deals, and secure patents

Connected network of outdoor industry retailers and outfitters, outdoor industry media outlets, outdoor retail events such as Overland Expo and Outdoor Retailer

Published author, public speaker, and seasoned presenter

Experience

CEO, Business Dev, Influencer and Content Creator - (Outdoor Industry)

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 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: [@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, Business Development, 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>

Marketing and Creative Director - B2B Business Dev | Fitness Venture Group 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.