


DIANE SCOTT

BOARD EXPERIENCE | GLOBAL P&L OPERATIONS | GOVERNANCE
DIGITAL TRANSFORMATION | INTERNATIONAL MARKET ENTRY
TURNAROUND STRATEGY | FINANCIAL MARKETS



CONTACT

diane@aspendifistribution.com
303-882-6301
Denver, CO

 LinkedIn Profile

BOARDS & ADVISORIES

Aspen Distribution Board of Directors Chair
Western Union Foundation Board of Directors (180+ NGO relationships globally)
Company Officer for a Fortune 500
Market and Competitive Intelligence Advisory Board Chairman
Customer Experience Advisory Council Chairman
Pricing Strategy Council Chairman
Brand & Marketing Council Chairman
Global Compliance Committee
World Trade Center Member
Colorado Thought Leaders Forum
Wise Women of Colorado – The Leadership Investment Group

EDUCATION

Syracuse University, Syracuse, New York
Bachelor of Science Degree 1992
Women's Leadership Foundation
Certified Boardbound Program 2023

When a company is feeling the weight of a turnaround strategy, struggling to launch a digital transformation from within or striving to drive cost leverage with global scale, it takes a disciplined and effective leadership style to navigate and drive results across stakeholders. Diane Scott has built a reputation in doing just that over the last 25+ years through the delivery of successful operational excellence, digital transformation and global expansion within highly regulated industries including financial services, distribution, and supply chain logistics.

In 2016, Scott acquired and became CEO/Board Chairman of a private 3rd party logistics company. In this role, she succeeded in turning around the organization through a company restructure, investing in new technology platforms, a management team re-boot, and a redefined customer strategy. These strategic imperatives have led to an enhanced cash flow, improved profitability, and a sustainable customer vertical growth strategy.

Prior to this private turnaround, Scott had a track record of excelling in various roles as President of Global Digital Ventures, Chief Marketing Officer, and Executive Vice President at Western Union, a recognizable leader in the global financial services industry.

Scott brings a unique GRIT in how to smartly design Governance, set Risk tolerance thresholds when delivering Innovation via Technology platforms. Effectively introducing innovation on a large scale, in a global long-established value company required not only grit, but an exceptional talent for building consensus and alignment across multiple stakeholders. Scott successfully accomplished this at Western Union by launching the digital/mobile platform and growing the P&L to \$300M+ and a 30-country expansion.

P&L AND OPERATING EXPERIENCE

Scott has extensive P&L and operating experience including:

- CEO of Aspen Distribution: led the turnaround and drove new vertical expansion
- EVP/CMO of Western Union: reinvented brand, loyalty, and customer platforms for a \$5B global organization across 200 countries, managing over 250+ employees
- President of Digital Ventures of Western Union: oversight of full P&L and operations for all digital platforms and partnerships globally (web, mobile, third-party relationships)
- General Manager of Western Union: drove transactional turnaround for \$500M+ domestic money movement P&L via new customer strategy and segmentation

DIGITAL TECHNOLOGY AND SOCIAL MEDIA

Scott partnered with CIO to completely re-platform and architect mobile channels and introduce the company's first mobile apps globally to stay ahead of growing and aggressive competition. These digital efforts resulted in 80% of net new acquisitions across 30 countries and minimal cannibalization of existing customers.

Recognizing the need to stay relevant and engage audiences globally, Scott revamped the WU brand image across 200 countries and launched the company's first social media channels at scale. This initiative broke numerous records in social media, growing a base from 200K to 8M followers and creating the fastest-growing and most-engaged Facebook brand in financial services globally.

GOVERNANCE AND RISK MANAGEMENT

Scott has always been a leader and bundler of insights throughout her career. Public Board of Directors and Executive Committees have leaned on her extensively for her analysis of risk, compliance, and solid decision-making skills to drive action with complex stakeholders and cross-cultural teams. Scott's recommendations have resulted in multi-million profit growth strategies as well as increased customer, shareholder, and employee satisfaction throughout her career.