

SCOTT ROBINSON

Event, Field & Experiential Marketing Leader | Global Brand Activations | Executive Communications

Pittsburgh, PA (time-split with Mexico City) • Open to Relocation & International Travel

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EXECUTIVE PROFILE

Experiential marketing leader, executive producer and hospitality operator with 20+ years building brand activations, VIP programs, venues and the stories behind them. Founded and ran ORComm, an experiential and communications agency that produced events, campaigns and original content for Samsung, Netflix, Reebok, AirAsia, Diageo, Asahi Group and Pullman across APAC, EMEA, North America and LATAM. Designed, built and launched a brand-only restaurant for Pilsner Urquell, owned and operated a Seoul taphouse for six years, and ran a luxury tequila activation at the Food & Wine Classic in Aspen. Coached C-suite leaders at Samsung, LG, Hyundai and Korean Air for the stage, so every event carries a clear message as well as a great room.

CORE COMPETENCIES

Events & Experiential: Brand Activations, Festival & Third-Party Sponsorships, VIP & Executive Experiences, Venue Launches, Conferences & Roadshows, Guest Experience Design

Production & Operations: End-to-End Event Production, Run-of-Show, Vendor, Venue & Agency Contracting, Location Scouting, Line Producing, On-Site Leadership, Wrap Reporting

Brand & Communications: Brand Strategy & Positioning, Campaign Development, Executive Communications & Media Training, Keynote Production, Market Research & Report Writing

Leadership & Commercial: Seven-Figure Budget & P&L Ownership, Multicultural Team Leadership, Multi-Market Logistics, Stakeholder & C-Suite Advisory

Tools: Cvent, Eventbrite, Salesforce, Asana, Tableau, Google Analytics, Meta Analytics, Adobe Creative Suite, Figma, Generative AI Platforms

PROFESSIONAL EXPERIENCE

Fractional CMO / Events & Brand Consultant

Jan 2026 – Present

Independent Consultant

Remote

- **Ethos Hospitality Group:** Built the Rock & Roll Hall of Fame Weekend program for a 20+ venue hospitality group: a brand-sponsored VIP lounge, celebrity-hosted nights, inductee events and radio-driven consumer giveaways; designed brand and experiential strategy for a 27-location regional rollout and site feasibility across 30+ US markets.
- **Ethos x DMCC:** Developed the market-entry pitch to bring a top-five US hospitality operator to Dubai through DMCC, covering venue, culinary, cocktail and nightlife programs.
- **Portfolio:** Led executive communications and the message framework for a corporate rebrand (Altice); delivered CMO-level positioning and growth KPIs for a Los Angeles expansion (Roadway); designed a digital donor strategy for a \$1 million capital campaign (FLM Haiti).

Events & Brand Activation Lead

2023 – 2024

Cincoro Tequila (with Breakthru Beverage)

Aspen, CO

- Planned and ran a luxury brand activation at the Food & Wine Classic in Aspen, a third-party festival, owning strategy, vendors, logistics and high-touch guest experience from concept through strike.

C-Suite Coach, Global Executive Communications

2021 – 2025

Samsung

Remote / Seoul HQ

- Prepared C-suite executives across Samsung Electronics, Samsung Securities and Samsung Life Insurance for multi-region product launches, financial roadshows and high-stakes keynotes.
- Built global spokesperson programs and kept messaging consistent across international markets, media and live audiences.

Founder & CEO / Executive Producer

ORComm

2012 - 2020

Seoul / Shanghai

- Founded and scaled an experiential and communications agency producing brand activations, sponsorships, enterprise events and original content across APAC, EMEA, North America and LATAM.
- Owned events end to end for Samsung, Netflix, Reebok, AirAsia and Diageo: scoping, vendor and venue contracting, production, travel logistics, on-site execution and wrap reporting, with full P&L ownership and seven-figure budgets.
- **1842 for Pilsner Urquell / Asahi Group:** Designed and built the entire space for Korea's first single-brand beer restaurant after Asahi Group acquired Pilsner Urquell, then opened it as launch general manager.
- **Into the Drink:** Created and executive-produced a travel series following bartenders across six Asian countries; developed with FlixOven and produced a pilot for Netflix.
- **Pullman Hotels:** Location scout and line producer in Shanghai for "Our World Is Your Playground," a brand film cut for China and Australia.
- **Reebok:** Project director and producer of the "Be More Human" brand film in Korea; wrote the regional RFP for a 500-store rollout in China.
- **Brand Strategy:** Brand strategy for AirAsia (with SVP), Johnnie Walker on-trade strategy against soju for Diageo Korea, and off-trade digital strategy for Bernini; campaign copy for the Genesis Championship and G90 Black via Serviceplan.
- **Research:** Led a Korean, American and Canadian team on the Global Gaming Report for NS Studio, then a five-city investor speaking tour.
- **Executive Coaching:** Ran the Paramount Program, a C-suite English and executive speaking program covering keynotes, speech writing, industry briefings and cross-cultural coaching.

Owner & CMO

WinK Kitchen & Taphouse (WinK Restaurant Group)

2014 - 2020

Seoul

- Built and ran a bistro and craft-beer taphouse with brunch, dinner, pop-ups and catering; owned concept, staff, suppliers, events, VIP partnerships and the P&L.

Senior Marketing Advisor

BCW Group

2018 - 2020

Hong Kong / London / Dubai

- Developed go-to-market, media positioning and event keynote strategies for enterprise AI, Web3 and fintech clients; represented BCW at industry events in Asia and Europe.
- Directed Chinese and Indonesian researchers on the APAC Digital Payments Report (seven countries); wrote blockchain thought leadership and built the communications plan and London launch deck for Verasity.

Startup Advisor

Seoul Global Startup Center

2017 - 2020

Seoul

- Coached 25+ startups on VC pitching, marketing strategy, budget planning and IP compliance.

Executive Communications Coach

ECK

2008 - 2016

Seoul / Tokyo / Manila / Taipei

- Media-trained and coached C-suite executives at LG, Hyundai, Korean Air, SK Telecom and Coupang for keynotes, press and stage presentations across four countries.

Earlier: Account team on the Bacardi business at Team, New York.

SPEAKING & INDUSTRY

- **Panelist**, Token2049 and Hong Kong Blockchain Week
- **Editorial Columnist**, The Korea Herald
- **Honorary Fellow**, Asia Future Institute

EDUCATION

M.A., Journalism & Mass Communication

Kent State University

B.A., Business Administration, Marketing

Kent State University