

Scott McKain, CSP, CPAE

Business Leader and Author

Scott McKain is an internationally known expert who helps organizations create distinction in every phase of business and teaches how to deliver an “Ultimate Customer Experience®.”

Scott McKain creates captivating presentations and bestselling books which clearly reveal how to create more compelling connections between you and your customers and how to stand out and move up, regardless of the economic climate in your industry.

Scott McKain’s calling is business – and his passion is platform presentations. He is a unique combination of vast speaking experience and new, cutting-edge information. His presentations benefit from three decades of experience, combined with his innate talent for articulating successful ideas. McKain has spoken before and consulted for the world’s most influential corporations.

Social Media in Action. In today’s Facebook/Twitter/social media world, a dissatisfied customer now has a platform to broadcast his or her opinions regarding your organization to the world instantaneously. In this environment, it’s never been more important to understand and execute the steps necessary to create the “ultimate customer experience.” McKain is one of about 150 living members of the Professional Speakers Hall of Fame. He was also recently recognized by *Social Media Marketing Magazine* as one of the fifty most influential marketing authors on Twitter and *GenJuice*, a leading resource for emerging professionals, as one of the “Top 25” people for Gen Y and Millennial leaders to follow on Twitter.

Creating Differentiation. There are a myriad of choices in the marketplace for prospects and customers seeking the products and services of your industry. So, how does your organization – and the professionals who work with you – stand out from the plethora of competitors?

In his book, *Collapse of Distinction*, McKain takes a revolutionary approach by showing how organizations and individual professionals create differentiation in the marketplace. *Collapse of Distinction* was named one of the “Top 10 Business Books” of the year by the *Miami Herald*, *Huffington Post*, and other major media outlets and reached the number one spot on Amazon.com’s list of business bestsellers.

McKain has appeared multiple times as a commentator on FOX News to discuss business, politics, and American culture. In his earlier career as a broadcast journalist, two million people saw his commentaries each week on 80 television stations in the United States, Canada, and Australia. He has also been a news anchor for a CBS-TV affiliate in one of the nation's 25 largest markets.

McKain has been named as a "Hoosier Hero" in his home state because of his commitment to youth and philanthropy. He was selected by Arnold Schwarzenegger to be the emcee and speaker for the Great American Workout, held on the White House lawn with the President in the audience carried live on CNN and NBC's "Today" show. He also portrayed the villain in a film by internationally esteemed director Werner Herzog, acclaimed by critic Roger Ebert as one of the "best movies" ever made.