

Scott A. Snyder, PhD
371 Bair Road
Berwyn, PA 19312
snyder4g@gmail.com • 610-256-0662 (C)

- Chief Digital Officer for EVERSANA, an end-to-end life sciences commercialization platform. Leading the digital transformation efforts across the company including both internal digital innovations and new digital products and services.
- Global Leader, Digital and Innovation for Heidrick Consulting, a division of Heidrick & Struggles (NYSE: SFE). Leading the firm's consulting efforts to help leaders and their organizations navigate and thrive through digital transformation and disruption. Also helping shape the firm's internal product and content efforts to capitalize on digital disruption.
- Chief Technology and Innovation Officer of Major Technology Venture Capital firm, Safeguard Scientifics (NYSE: SFE). Guiding 30 portfolio companies on technology strategies and shaping future investments around emerging technology areas such as IoT, Predictive Analytics, and Security/Trust.
- President, Chief Strategy Officer and Co-founder of leading Mobile Strategy and Applications Development Firm, Mobiquity. Nominated for Enterprise Award for Fastest Growing Company and PACT IT Innovator Award Finalist. Shaped and delivered breakthrough digital solutions for over 100 leading companies. Incubated and launched innovative, patented behavioral analytics engine, delta IQ.
- CEO and President of prestigious boutique strategy firm, DSI, growing revenue from \$2mm to \$8mm within 4 years. Named to Philly 100 Fastest Growing Companies three years in a row. Founded and Incubated Strategic Radar software business within DSI to monitor future scenarios for clients. Candidate for Entrepreneur of the Year in the Philadelphia Region.
- Hands-on Strategy and Technology Consultant working with top executives of 20+ Global 1000 companies including GE, Pfizer, John Deere, BAE, Lockheed, DuPont, US Navy, National Grid, RIM, GSK, ConocoPhillips, Microsoft, Echostar and Defense Logistics Agency.
- Founder, CTO, and CEO of venture-backed internet decision software company, OmniChoice. Received patents for on-line decision aids and sold company to CallVision (part of Verisign). Candidate for Entrepreneur of the Year in the Philadelphia Region.
- Fortune 100 Business Executive responsible for major programs worth over \$500mm, R&D portfolios over \$75mm, and new business development greater than \$500mm at GE and Lockheed Martin.
- Board Member of Public Financial Services Company (FULT) and a private AI-based health technology company, MaxQ.ai.
- Digital Health Innovator at Mobiquity in helping shape and deliver breakthrough digital health solutions for companies like Novartis, J&J, UCB, Weight Watchers, UPMC, and Philips, and grow Mobiquity's healthcare business to 50% of revenue.
- Author of acclaimed book on digital disruption, *Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors* (Wiley, 2019), a book on 4G Wireless

from Wharton Publishing, co-author of two other high profile books on Networked Organizations and Small Business Growth, and co-author of four leading edge studies on future scenarios for Healthcare, Energy, IT Services, and the Legal Industry.

- Keynote speaker for events ranging from audiences of 1000+ to round table discussion with some of the world's leading executives on strategy, emerging technology, innovation, and entrepreneurship.
- Senior Fellow in the Management Department at The Wharton School and Adjunct Professor in the School of Engineering and Applied Sciences at the University of Pennsylvania. Have taught courses in scenario planning, innovation, telecommunications, networking, product development, and managing execution. Created and launched first university course on 5G networks and applications and course on Creating New Ventures from Emerging Technologies
- Advisory Board Chair at Mobiquity and Advisor to several technology start-ups including Thingworx (Leading IoT firm recently sold to PTC), Swift Labs, Kognition, GamerTrainer, and Cosy.
- Founder and Research Director of the Game Changer Collaborative which includes execs from F500 companies collaborating with innovation partners and start-ups on emerging technology research and innovation opportunities across industries.

EXPERIENCE:

EVERSANA, Milwaukee, WI (October 2020-Present)

- Lead transformation efforts across the company and oversee IT transformation
- Drive digital programs to create efficiencies for the enterprise such as automation and AI.
- Leverage emerging technologies to incubate new product and service offerings such as telehealth and personalization solutions for patients and physicians.

Heidrick & Struggles, Chicago, IL (April 2018-September 2020)

Global Leader, Digital and Innovation, Heidrick Consulting

Leading Executive Search and Consulting Firm.

- Lead the Digital and Innovation Practice for Heidrick Consulting Globally
- Created new offerings focused on the human element of digital transformation including leadership development, organizational change, culture and innovation model
- Named new partner of the year and top thought leader in Heidrick Consulting in 2019.
- Shaped and delivered digital acceleration consulting projects with 15+ global firms across industries including healthcare, life sciences, technology, industrial, and consumer goods.
- Managed, Mentored, and Trained a global team of 12+ digital and innovation team members
- Established Game Changer Innovation Network as a paid cross-industry community of executives focused on collaboration around opportunities at the intersection of emerging technologies and human capital

- Delivered interviews and published articles for CNBC, Yahoo Finance, Wired Fast Company, CIO, CHRO, Management Today, Financial Times, Knowledge@Wharton, and Forbes.
- Provide direct input to Executive Leadership of Firm on our Growth Strategy and Venture Creation Approach

Safeguard Scientifics (NYSE: SFE) Radnor, PA (August 2016-March 2018)

Chief Technology and Innovation Officer, Managing Director

Leading Venture Capital Firm Investing in Emerging Technology-based Ventures in the Healthcare, Financial Services, and Digital Media/Consumer Segments.

- Providing advice and guidance to 30 current portfolio companies on their product and technology strategies
- Growing Safeguard's Ecosystem of Corporations, Universities, and Thought Leaders in our target opportunity areas.
- Shaping Safeguard's investment strategy around emerging technology areas including IoT, Predictive Analytics/AI, and Security/Trust.

Mobiquity, Inc., Boston, MA (April 2011-July 2016)

President and Chief Strategy Officer

Leading Professional Services firm providing Mobile strategy, design, and application development.

President, Chief Strategy Officer, and Co-founder

Co-founded and helped drive rapid growth of unique professional services firm providing mobile strategy and application design and development.

- Formed and led the growth of the consulting services arm of Mobiquity
- Developed overall growth strategy for firm as well as developed core intellectual property around Mobile Maturity Index, Mobility Playbook, Behavior Change Platform.
- Formed the Wireless Innovation Council to drive unique research around mobile innovation across industry boundaries. Research partners include Babson and USC. Members include L'Oreal, Fidelity, Supervalu, Boston Scientific, US Navy, Lockheed Martin, Lexis Nexis, CatalystRx, Harley Davidson, Marriott, Pfizer, GE, Weather Channel, Comcast/NBCU, and others.
- Established strategic partnerships with SAP, Mocana, Airwatch, Salesforce, and Amazon for mobile strategy and development opportunities
- Led the sale of strategic opportunities such as Lockheed, Monsanto, Philips, Wawa, Medavie, KPMG, Pfizer, J&J, Philips, Novartis, Yum Brands, Discovery Health, etc.
- Delivered mobile strategy and innovation projects such as Fidelity, Mohawk, John Hancock, DuPont, Putnam, CVS Caremark, Janney, Medavie, KPMG, IFF, Pfizer, UCB, Sobeys.

- Formed mHealth advisory board including thought leaders from across industry.
- Developed product strategy and IP development process.
- Incubated and launched innovative, patent-pending behavioral analytics engine delta IQ and licensed to leading companies including Novartis and Wawa.
- Provided thought leadership contributions through writing and speaking including Forbes, CIO, Networked World, Knowledge@Wharton, Stanford, Penn, Babson, and others.

**Decision Strategic International, Inc., Conshohocken, PA (October 2003-2011)
CEO and President**

Leading Boutique Strategy Firm specializing in Scenario Planning, Innovation, and Monitoring the External Environment.

Responsible for the overall strategic direction and management of the firm including recruiting and developing the executive team, scaling internal processes, spearheading new business opportunities and ventures, developing strategic partnerships, and delivering as thought leader on key education and consulting projects.

- Led profitable growth of firm from \$2mm to \$8mm in revenue over 4 year period
- Expanded management team and scaled internal processes to support growth
- Captured several new key accounts for the firm including Lockheed Martin, DuPont, US Navy, GSK, RIM, Wyeth, National Grid, and PJM
- Delivered education and consulting on key accounts including Lockheed Martin, DuPont, US Navy,
- Incubated and raised over \$500K in outside capital to launch Strategic Radar software venture
- Established monitoring, expert network and content offerings to support recurring revenue stream
- Initiated and contributed to four major industry scenario studies for Healthcare, Energy, IT Services, and Legal which resulted in significant follow-on revenues for the firm.
- Expanded key partnerships including Wharton, Cedep, and Diamond.
- Formed and expanded DSI board to include strong executive and venture experience. Prepared for and managed effective board meetings.

OmniChoice, Inc., Norristown, PA (1999-2003)

President and CTO

Venture-backed on-line decision aid provider focused on improving purchase consumer behavior via the internet and call center.

CEO and President

- Grew CRM Analytics software company from \$20K to \$1.7M in revenues.
- Raised an additional \$0.5M in funding to redirect company.
- Captured major telecom customers including AT&T, Cingular, Sprint, Echostar, Verizon, and PAPUC.

- Developed strategic partnerships with Accenture, NCR Teradata, KPMG, and Kana.
- Successfully sold and transitioned company to CallVision, a CRM applications provider for telecom companies (now part of Verisign)
- Helped raise \$11.2M in venture funding
- Developed core intellectual property for OmniChoice including 3 patents pending and 1 patent granted on analytics algorithms for making complex product decisions
- Managed the development of highly flexible scalable web-based decision platform and transaction system
- Developed flexible, interchangeable Java/Microsoft code base to service different client needs

Lockheed Martin (1987-1999)

Global Telecommunications, Reston VA/Valley Forge, PA

VP/Director, Advanced Programs/Advanced Systems and Technology (1996-99)

- Developed strategic relationships with Fortune 500 corporate clients for advanced network opportunities
- Responsible for developing next generation products and systems to grow new lines of business for telecommunications subsidiary
- Developed new architectures in VSAT/Wireless Local Loop, LMDS, Ka/Ku-band Interactive DBS
- Managed group of over 30 highly skilled systems and software engineers working on multiple contracts and R&D
- Directed multimedia lab with advanced capabilities in protocols over satellite, compression, video streaming, network management, and human factors

Director, Strategic Planning

- Managed combined satellite and terrestrial R&D budget of over \$75M and drove cooperative R&D projects across company
- Developed and Coordinated Long Range Plan for \$1B Telecommunications Line of Business and gained approval from Corporate
- Spearheaded next generation product activities
- Conducted cross-corporation technology/skills assessment for telecommunications

Lockheed Martin Astro Space, East Windsor NJ Program Manager, INTELSAT VIIIA Program

- Total Cost, Schedule, and Technical Responsibility for a \$160M two-satellite program for a highly demanding customer
- Positioned program for early delivery to I&T under plant closing environment
- Successfully negotiated two payload reconfigurations with the customer
- Managed over \$60M in domestic and international subcontracts

- Led capture effort for \$300M INTELSAT follow-on program
- Engineering Program Manager, INTELSAT VIIIA Program
- Responsible for cost, schedule and technical performance of the engineering effort on a highly complex Commercial Communications Satellite Program
- Responsible for mechanical, electrical, and RF design and performance of the satellite bus and payload
- Formulated and implemented recommendations which have saved over \$5M in program cost
- Provide top-level technical direction for major international subcontracts (ALCATEL, Alenia, AEG, DASA, Mitsubishi, NEC)
- Directly responsible for \$8M system engineering budget and oversee \$20M total engineering budget
- Manage staff of 10 systems engineers
- Manage and report top-level program risks/mitigation plans to upper management

Systems Engineering Manager, INTELSAT VIII and VIIIA

- Responsible for cost, schedule, and technical performance of systems engineering effort of a highly complex communications satellite product with major international subcontract participation
- Responsible for mechanical and electrical design and performance of the satellite bus and interface with the payload
- Responsible for overall requirements flow-down, management, and verification
- Manage and report program technical risks/mitigation plans
- Managed staff of 5 systems engineers and budget of \$4.7M

Senior Member Technical Staff

- Acted as lead systems engineer for new business proposal efforts and advanced satellite design
- Lead mechanical systems engineer for ANIK-E and Advanced Series 5000 Programs
- Acted as pre-award systems manager for the SJC satellite program

General Electric Aerospace, King of Prussia, PA

Systems Engineer, M&DSO Systems Integration Department

- Lead responsibility for the integration of two major interfaces in a large complex classified space-ground system

Systems Engineer/Technology Planning, Strategic Systems Department

- Technical lead and customer interface for the technology/producibility assessment effort on the Strategic Defense Initiative (SDI) Program

Edison Engineering Program

- Marketing Representative, responsible for Army and Defense Agency Programs for the Astro-Space Division

- System Design Engineer, conceptual design and top-level analyses for the SP-100 Space Nuclear Power Reactor Reference Flight System
- Structural Dynamics Engineer, Performed Dynamic Analysis of Space Station, UARS, and MILSTAR Spacecraft and subsystems
- Electro-Mechanical Design Engineer, Assisted in the development and implementation of a fully automated entrance system for a military classified ground system

WRITING/ SPEAKING :

- *COVID-19: Scenarios for the Future of Human Capital*, Heidrick&Struggles White Paper, 2020.
- *Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors*, Wiley, 2019.
- "Being a Digital Leader Has Never Been More Urgent", Knowledge@Wharton, March 2020
- "Do You Need A Chief Digital Officer", Knowledge@Wharton, May 2018
- "How to View Your Company Through the Digital Native's Eyes", Knowledge@Wharton, November 2018
- "How to Turn Data Exhaust into a Competitive Edge", Knowledge@Wharton, March 2018
- "Future-proofing Your Enterprise for the New ICT: Immersive, Cognitive, and Trusted", CIO Review, March 2018
- "Winning the Digital Disruption Game: Answering the CASTing Call", CIO Review, March 2017
- "Is IoT The Next App Store?", CIO Review Magazine, February 2017.
- "How Banks can Keep Up with Digital Disruptors", Knowledge@Wharton, February 2017.
- "Hyper-personalizing the User Experience through Data", Mobile World Congress Talk, February 2016.
- "The User Experience: It's Also About Data, Not Just Design", Knowledge@Wharton, February 2016.
- "Bring Your Own Persona: Rethinking Segmentation for the New Digital Consumer", Knowledge@Wharton, October 2014.
- "How Mobile and Social Are Transforming Innovation Models: Flipping the Paradigm?", Mack Center Conference, May 2013.
- "An Adoption Model for Consumer Wireless Sensor Initiatives", IEEE Consumer Electronics Magazine, VOL. 2, NO. 2, April 2013.
- "Unwiring the Enterprise: Are you Ready to Lose Control", Knowledge@Wharton, 2011.
- *The New World of Wireless: How to Compete in the 4G Revolution*, Wharton Publishing, 2009.
- *The Network Challenge: Strategy, Profit, and Risk in the Interlinked World* (Wharton Publishing, 2009), Chapter Author.

- Inside the Minds: Small Business Growth Strategies: Goals for Successful CEOs (Apatore Books, December 2007)
- The Future of the US Energy Grid, DSI and Wharton School Study.
- Legal Transformation 2020, DSI and LRC Study.
- The Future of the Biosciences: 2020, DSI and Wharton School Study.
- SSPA Annual Conference Keynote
- “Strategic Action Radar: A Scenario-based Tracking System to Sense and Adapt to Changing World”, DSI Quarterly, 2005.
- “Emerging IT Scenarios: Hype versus Reality”, Mack Center Conference and DSI Quarterly, 2004.
- “Future Scenarios for the BioSciences 2020” – Authored Scenario and Technology Convergence Sections. 2005
- “Driving Customer Purchase Decision on the Internet” – OmniChoice WhitePaper, 2001.
- “Validated Multichannel Recommendation Engine for Complex Products and Services”, OmniChoice WhitePaper, 2002.
- "Design-to-Cost Optimization of Complex Systems", INFORMS National Conference, Invited Presenter, October 1995.
- "Design-to-Cost Optimization of Complex Systems Using Customer Preference Models", Ph.D. Dissertation, University of Pennsylvania, July, 1994

EDUCATION:

- University of Pennsylvania, Philadelphia, PA PhD in Systems Engineering (1994)
- University of Pennsylvania, Philadelphia, PA Masters in Systems Engineering (1990)
- Advanced Courses in Engineering (ABC) General Electric, Valley Forge, PA (1990)
- University of Pennsylvania, Philadelphia, PA BSE in Mechanical Engineering BS in Mechanical Engineering (1987)
- Marshall School of Business, University of Southern California, Pasadena, CA Certificate Program in Telecommunications Management (1996)

PROFESSIONAL ASSOCIATIONS:

- Board Member, Fulton Financial (FULT) (2016-Present)
- Penn HealthTech Advisory Board (2018-Present)
- World Economic Forum Working Group Fellow, Digital Transformation (2020)
- Advisory Board, WellHive (2020)
- Board Member, MaxQ AI (2018)
- Founder/Research Director, Game Changer Collaborative (2017-Present)
- NACD Member, Cyber Security Certification (2017)
- Senior Fellow, Mack Institute, The Wharton School (2002-Present)
- Advisory Board, Safeguard Scientifics, Wayne, PA (2005-2015)

- Founder/Research Director, Wireless Innovation Council (2011-2015)
- Pfizer R&D Think Tank Member (2013-2015)
- Board Member, Quantum Works, Waterloo, Canada (2006-2010)
- Advisory Board Member, Thingwork, Malvern, PA (2011-2014)
- Advisor, Tyfone, Seattle, WA (2001-Present)
- IEEE Senior Member (2004-Present)
- President, Pi Tau Sigma Mechanical Engineering Society (1986-7)
- Hexagon Engineering Honor Society (1986-7)

TEACHING EXPERIENCE:

The Wharton School, University of Pennsylvania (2002-Present)

- Senior Fellow, Management Department
- Executive Education Programs in Business and Technology Strategy, Decision-making, Innovation, and Digital Leadership
- Programs include AMP, Motorola, Nokia, Lockheed, SAP, Coca Cola, BAE Systems, Toyota, Penn Health, AWMA, Dubai, SENAI-Brazil, Zurich, CUES, SINA (China), KPMG, ABA, Nissan

Duke Continuing Education (2010-Present)

- Executive Education Programs in Strategic Planning, Innovation, and Digital Leadership

University of Pennsylvania, Associate Adjunct Professor Moore School of Engineering (1997-Present)

- Graduate Courses in Advanced Networking, 4G/5G Wireless
- Joint course with Wharton on Creating New Ventures with Emerging Technology
- Graduate course in product development

Talks on Strategy, Innovation, and Emerging Technology (1996-Present)

- IRI, Conference Board, DuPont, Lockheed, Pfizer, PCMA, Massachusetts Institute of Technology, Guest Lecturer • Product Design Optimization, Rochester Institute of Technology, Guest Lecturer • Design-to-Cost Engineering