



**Think** different  
**Be** innovative  
**Make** a difference



# Chairman of **The Scott Petinga Group**

CEO of one of **Inc. Magazine's** Fastest Growing Companies  
and Semi-Finalist for **Entrepreneur Magazine** Entrepreneur of The Year



## SUCCESS REQUIRES A DAILY DOSAGE OF G.R.I.T.

- 'G' is for **Guts**
- 'R' is for **Resilience**
- 'I' is for **Initiative**
- 'T' is for **Tenacity**

Scott Petinga isn't afraid to fail. "If anything, I shouldn't be a success story. **I've failed at everything I've ever tried; seriously.**

I got kicked out of the Marines, dropped out of school, fired from jobs, divorced ... you name it, I've failed at it. But every success story, I believe, starts from failure. Why?

Because that's where all the learning happens."

Without failure my company wouldn't have achieved **200% growth** and then featured in **Inc. 5000**.

## THE SCOTT PETINGA GROUP INCLUDES:

**AKQURACY**

**Full-service, data-fueled communications agency.** Staffed by brilliant accountability freaks. Our mission is simple: decrypt data to understand customer behaviors so we can re-create them, affect them and sustain them.

**adtitUd**

**A marketing agency rooted in data-driven decision making.** We have natural aptitude + personal passion for developing and building brands, delivering informed and innovative advertising, marketing and communications solutions



**The sustainable real estate development firm** who's, modern and smart designs have a positive influence on neighborhoods and their surrounding environment.

**OVD**  
minneapolis

**A business accelerator** that provides startups with seed money, mentorship, office space and support over a yearlong program.





# A MEDIA EXPERT

Petinga has given his insights for ...

THE WALL STREET JOURNAL. FAST COMPANY **Inc.** Forbes Entrepreneur MAGAZINE

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## How To Embrace Failure In Order To Become Successful

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*By Scott Petinga*

"If you've never failed, you've never tried anything new." Albert Einstein said that. He was considered a failure from an early age, not speaking until he was nearly four years old, and not speaking fluently until he was 12. His teachers thought he wouldn't amount to much.

However, Einstein didn't prove them wrong overnight. It was a long journey that took dedication, perseverance and a willingness to fail — repeatedly. In fact, those failures were what made it possible for him to achieve what he did and become the genius he's known as today. Why? Because he learned from all of them.

I'm no stranger to failure myself. I flunked out the fourth quarter of my senior year in high school, was thrown out of the Marine Corps for several years, divorced and have



A bald man with a light beard, wearing a grey t-shirt and blue jeans, stands confidently on a wooden post. He is looking towards the camera with a slight smile. The background features a city skyline with various skyscrapers under a blue sky with scattered white clouds. The overall tone is professional and motivational.

# A POWERFUL & TRANSPARENT SPEAKER

Petinga speaks in front of corporations, associations, nonprofits, and universities.

**BELOW IS A LIST OF HIS TOPICS:**



## **Corporate and Association:**

- From Sickness to Success: What Cancer Taught Me About Business and Life
- Turning Data into Dollars: Modern strategies for building market share
- Know Thy Trends: Why Looking Back is the Key to Moving Forward
- The Science of Marketing: Intercepting consumers at the moment of truth



## **Nonprofits:**

- 7 Ways to Remain Resilient
- Th!nk Different



## **Universities:**

- No One Ever Drowned In Sweat
- 4 Keys to Unlocking Success After Undergrad: The G.R.I.T. Method



# A PROVOCATIVE COMMENTATOR

who unapologetically throws conventional wisdom out the window.

Petinga discusses the latest innovative marketing and customer retention practices, gives advice to CEOs, CMOs and CFOs, and provides inspiration by speaking about how he overcame cancer and what he learned about himself during the process.





# A LEADING EXPERT

on behavioral economics

Petinga utilizes **data-driven solutions** that shape behavior & impact the bottom line. He and his team, which includes a Meteorologist, a Statistician, a Quantitative Analyst, an Experimental Psychologist and a former Military Intelligence Operative:

- Develop **data-fueled**, multi-channel marketing strategies supported by **killer creative**
- Deliver with **sniper-like accuracy**
- Execute **extraordinarily impactful campaigns** that increase loyalty, boost cross-sell opportunities, and build long-term, **profitable relationships**
- Create **consistent engagement** with one-to-one targeted messaging combined with **flawless production and execution**

Direct



# LIFE & HEALTH ADVOCATE

to bureaucratic and societal hurdles



Reminiscent of former Apple CEO Steve Jobs, Scott Petinga is a walking example of "*think different*."

Frustrated by the stymieing of innovation in creating more healthcare solutions that rid millions of people of curable diseases and an inability to provide livable affordable housing, Petinga created:

TH!NKDIFFERENT

**TH!NK DIFFERENT FOUNDATION** - A humanitarian organization that provides grants and other program support designed to spark innovative ideas in underserved areas of housing and healthcare within the United States. Petinga is currently working with USC Norris Comprehensive Cancer Center, a leading cancer research center, specializing in the investigation of the complex origins and progression of testicular cancer. Scott's partnership with USC Norris will help develop prevention and management strategies, as well as the continual search for testicular cancer cures.

Another frustration for Petinga is the lack of compassion shown to adults facing terminally ill conditions so he founded:



**THE FAIRY FOUNDATION** - A non-profit organization dedicated to forging lasting memories for adults with life-threatening medical conditions. The foundation provides grants of up to \$10,000 to help terminally-ill adults and their families find hope and share memorable, magical experiences.



# NO ONE EVER DROWNED IN SWEAT

Petinga is a serial entrepreneur,  
24-7 problem solver,  
and 100% authentic CEO

Additional entrepreneur  
initiatives for Petinga include:



**CHOPPED** - A healthy food offering with lots of choice that doesn't compromise on taste.



**STEAM** - A convenient, seductively simple espresso + wine bar serving light plates with local, sustainable, organic ingredients.



**Piranha Tools:** - Designer and manufacturer of premium professional tools for highly-specialized industries.





# THE ENTREPRENEURIAL SENATE

Petinga believes the biggest problem solvers are entrepreneurs and that the leaders in DC are offering a lot of rhetoric but not a lot of progress. Scott's answer is the development of "The Entrepreneurial Senate"



The **ENTREPRENEURIAL SENATE** will launch in 2015 and is a collective body of two entrepreneurs per state that are initially appointed and then later elected for one six-year-term to create entrepreneurial solutions to America's biggest challenges. The body will focus on a limited amount of issues, and require a two-thirds vote on every issue. Any issue passed will be focused on by the entire senate body. In many ways, it is similar to the U.S. Congress, but smarter, more effective, minus all the B.S. and it actually will get things done.



# IN HIS OWN WORDS

A man with a shaved head and a light beard is sitting on a complex metal structure, possibly a staircase or scaffolding. He is wearing a white t-shirt with a graphic and blue jeans. He is looking directly at the camera with a slight smile. The background is a blurred industrial setting.

## MARKETING IS ABOUT PEOPLE

"Ultimately, marketing is about people, not numbers, in that parlaying carefully decoded data into perfectly timed relationship-building interactions is the true key to the sales and marketing kingdom."

## THE DARK SIDE OF ADVERTISING AGENCIES

"The normal model for advertising agencies is to pitch you with the 'A' team and then have the 'D' team work your account. Our approach is the same people that pitch you are the same people that serve you. I don't believe in the bait and switch model."

## ON HIS PERSONAL PHILOSOPHIES

"Maybe I just care a little more, or have a little different perspective because of who I am, and what I've been through."

## ON THE AVERAGE U.S. BUSINESS

"I see ad campaigns that suck, salespeople who are simple, vendors that are useless, contractors who are lazy, managers who can't, leaders who won't – and that's just on my way into work every morning!"

## CONSUMER PERSPECTIVES

"Because consumers can choose how and where they want to view content, content will continue to be produced specifically with both the target market and platform in mind. Just as web designers now have to produce websites that look great, not only on laptops but on tablets and smart phones as well, marketers will need to create content that's effective across platforms that will engage consumers and encourage interaction with the content and the brand."

## WHY DATA MATTERS

"It isn't a guessing game. If you've been in business for several years you have data, and that data can be utilized to tell stories, identify trends, and predict the best way to engage your existing and potential customers."





# CONTACT SCOTT

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