**Scott Donaton**

**Chief Content Officer, DigitasLBi**

Scott leads DigitasLBi’s content practice in North America, partnering with clients to tell their stories in innovative and memorable ways. Scott launched and leads Digitas Studios, which develops unique custom-content initiatives, strategies, and business models for clients.

Scott also serves as the chief architect of the annual DigitasLBi NewFront, the anchor event of the Digital Content NewFronts, of which DigitasLBi is the only agency founding partner. Scott’s thought-leadership has been published in numerous media outlets including *Fast Company*, *Adweek*, and *Ad Age*, among others, and he is a frequent speaker at industry events, including VidCon and the Cannes Lions Festival of Creativity.

Before joining DigitasLBi, Scott was Global Chief Content Officer at Interpublic Group’s UM and head of UM Studios. Prior to UM, Scott founded Ensemble, an Interpublic Group content studio, where he served as CEO from 2009 till 2013.

Scott coined the phrase “*Madison & Vine*”, and is the author of a book by the same name. The book helped launch the branded-content revolution by declaring that the entertainment and advertising industries needed to converge to survive in the age of digital storytelling.

Prior to joining Interpublic, Scott served as publisher of *Entertainment Weekly.* Before that, he was at *Advertising Age*, where he served as its editor for more than a decade before becoming publisher.