

Biography

M. Scott Sotebeer, PhD

I have always been able to successfully solve problems and move initiatives of all kinds forward regardless of domain or environment-- because I have always been able to see the forest for the trees.

Early Days

Scott Sotebeer was born in 1955 in Elkhart, Indiana, one of 7 children. In the 9th grade, his dad became sick, leaving the last 3 kids at home to fend for themselves while their mom had to work and go back to school after 40 years..... where she eventually became a registered nurse.

In between school, baseball and music, Scott worked part time jobs after school and on weekends from the 9th through the 12th grade—which included driving an industrial delivery truck and playing weekends in a rock band where he wrote songs and ran the group's business affairs. He graduated in 1973, receiving four different community based scholarships that sent him to the University of Hawaii—where he thought he might become an oceanographer.

College & Family

Having run out of personal funds in his junior year, he remained in Hawaii until late 1976, waiting tables and working as a chef, ultimately returning to Indiana. For the next couple of years, he worked a variety of odd jobs from teaching guitar to construction, cleaning restaurants at night, and working as a teamster in a local paper mill. He ultimately returned to Indiana University at South Bend on a part time basis where he earned two Associate degrees and a Bachelor's degree while working part time selling newspaper advertising, teaching guitar, doing odd jobs, and playing music at night at Notre Dame-area restaurants and pubs.

Scott married his high school sweetheart, Nancy, and they have two adult children, Matt and Kristin. Scott and Nancy have been together now for 39 years.

Professional Life

A high school band mate was able to land Scott his first “real” job at an ad agency in 1983—where he spent 6 years working with national business to business and retail clients such as Baldwin Piano, Indiana University Foundation, Heritage Cablevision, and Ringling Bros and Barnum and Bailey Circus as a senior account executive and supervisor. Because of his music background, he was also tapped occasionally to write client jingles and instrumentals for the local PBS television station.

In 1984, Scott was assigned to the account team working directly with Eunice Kennedy and Sergeant Shriver to market the coming 1987 International Summer Special Olympics Games, hosted at the University of Notre Dame. As a charity fund raiser, he subsequently co-wrote, co-produced, and distributed the theme song for the games- recorded by

Meatloaf and Brian May from Queen. He also personally raised a \$100,000 cash donation from a local corporation to fund the entire record project. Over 30 years later, the song *A Time for Heroes* is on 5 different compilation albums distributed around the world.

He left the ad agency to take a position as the Managing Director of Marketing for *Celticvision*— an Irish cable TV start up project based in Los Angeles, Boston, and Dublin, where he worked with the likes of Martin Sheen, then-Ambassador to Ireland Jean Kennedy Smith, and Ireland's famed Minister of the Gaeltacht (*Cultural preservation*), Michael D Higgins.

He eventually moved his family from Los Angeles to Seattle, where he started a small marketing consulting company with 3 partners, The Emerald Group, Ltd/AsiaNet Marketing Resources. As a co-president, he worked for over 10 years on multi-ethnic national and international campaigns and strategies for companies such as Nordstrom, Britannica, the Korean American Grocers Association and Walt Disney on Ice as well as Asian American political candidates such as Martha Choe, Cheryl Chow, Paull Shin, and former Governor, US Commerce Secretary, and now-US Ambassador to China, Gary Locke. Scott penned a critical positioning print article for Locke that was placed in Chinese papers domestically and internationally, establishing Locke's popularity and position internationally as the first-ever Asian American Governor.

Along the way, Scott was also tapped by ESPN to help design and launch the gravity racing events such as street luge for ESPN's inaugural Extreme Games in Providence, RI. Today he remains as the Marketing Director and a board member of the International Gravity Sports Association—helping to promote and coordinate world cup gravity racing events on 5 different continents!

Harkening back to his successful work in Ireland, he also formed the Irish Broadcast Partnership in Seattle. As Executive Producer, Scott was responsible for obtaining international sponsorships for and bringing a one hour TV special entitled *Ireland's St. Patrick's Day*, featuring Irish legends Paddy Reilly and Van Morrison, into America's homes on St. Patrick's Day for the first time in the history of U.S. television. It had never been done before.

His firm was retained by the first Dave Reichert for Sheriff campaign —where he remained as a consultant until the Sheriff offered him a full time position and challenged him with building an entrepreneurial business organization within a law enforcement and government bureaucratic culture. Among many accomplishments in the King County Sheriff's Office, Scott started the tradition of taking the Sheriff to Congress -- which has since landed over \$15 million dollars in direct appropriations and an additional \$35 million in grants, including a \$2.5 million dollar grant to hire investigators and support the police work to convict the Green River killer.

Scott also negotiated Sheriff Reichert's Green River killer book deal, interviewed and helped select the ghost writer, and helped to edit the book. He also worked on the negotiations for film and television rights. While driving Sheriff Reichert to public

meetings across Washington State as a potential gubernatorial candidate, the call came in that ultimately got Scott involved in a national political campaign and strategy that sent Dave Reichert to Congress for the 8th District of Washington. Now working with Sheriff Sue Rahr as her Chief of Staff, the first female Sheriff in King County history, Scott continues to push entrepreneurship in government and law enforcement with projects such as developing and managing the consolidation of Sheriffs facilities and operations across the county that will save the taxpayers over \$10 million dollars in the next few years and driving in-language communications into Latino and Southeast Asian communities.

Community Service

As a community volunteer and the organization's President, Scott built *Friends of Athletic Fields* into a state wide grass roots voting machine of adult and youth sports organizations that successfully raised a \$10 million cash contribution from Paul Allen and a 25 year bond interest contribution from the state legislature from the funding that built the Seattle Seahawks football stadium. Working with former Major General and Seattle Schools Superintendent John Stanford, the organization under Scott's direction then passed a \$150 million school levy to fix school roofs, upgrade women's locker rooms, and create state of the art community sports complexes at Seattle public high school facilities. What was noteworthy is that the effort to bring this never before tapped group of Friends of Fields voters to a school levy raised the winning margin by an unprecedented 17% over the required majority, surpassing any single school levy voter margin in Seattle Schools history. Scott has served on other boards such as Washington Dollars for Scholars, and Seattle Athletic Facilities and Education, where he was the architect in developing a guide for student athletes and their families to prepare for college and search out athletic scholarship opportunities.

The Personal Side

In his spare time, he makes an annual summer trip to Indiana to play a little music with his old blues buddies in a band called *The Sharks*. He is a 10 year veteran and left handed pitcher in the Puget Sound Senior Baseball League where he also travels nationally on occasion to pitch in tournaments. And as a scholar-practitioner, he completed his MBA online in 2007 and in 2011, completed his doctoral degree in the School of Management and Decision Sciences at Walden University where he specialized in Leadership and Organizational Change. He graduated with honors in that program- maintaining a 4.0 average.

PUBLIC SPEAKING-- TOPICAL AREAS OF INTEREST

- Change management in a borderless world
- Change integration: how to move at the speed of learning
- Organizational culture: what it means, what it does, and why it matters
- The strategic importance of new immigrants and cultures in America's future
- Public sector mindset- why it creates a public and private culture clash
- Entrepreneurial government: The necessary frontier
- Management & marketing of government organizations

- Why cops and people don't mix – the reality of a societal double standard