

PACE UNIVERSITY

Lubin School of Business



Scott Schulman
Executive, Board Member and
Advisor - Information and Media

Fall 2021 Executive in Residence

Scott Schulman has spent his career in the information and media industries, as a leader of global businesses and consultant/advisor to many of the world's most successful and innovative companies. As a CEO, Board Director, Consultant and Executive Advisor, he focuses on helping companies drive

organic growth through new customer-driven strategies and business models.

Scott currently serves as a Senior Advisor at the Boston Consulting Group, where he works with the Technology, Media & Telecom practice to help global clients with growth strategy; business transformation; and new marketing, sales and pricing models. He also is working as an Executive Coach with BCG's People & Organization practice.

Scott serves on the Board of Directors of Marketplace Events, the largest producer of consumer events in North America. He also conducts his own advisory work with growth companies in the information industry and with private equity firms pursuing new opportunities.

Previously, as CEO of UBM Americas, Scott led the growth transformation of the largest events business in the Americas and a portfolio of vertical business-to-business information companies. UBM's significant acceleration of organic growth led to its very successful sale in 2018.

Prior to UBM, as President of Rodale, Scott led the leading health and wellness media company through an expansion of its digital business and international footprint.

In 13 years at Dow Jones & Company, Scott's leadership roles included serving as President of Corporate Markets; President of Financial Information Services; Senior Vice President, Global Sales and Marketing for The Wall Street Journal; President of Consumer Electronic Publishing; Publisher of WSJ.Com; and Chief Strategy Officer.

Earlier, Scott was a partner at management consulting firm Booz Allen Hamilton, where his work spanned digital services, electronic and print business and legal information, entertainment and education.

Scott recently served as Senior Executive Fellow at the National Security Innovation Network's X-Force, a Department of Defense program office. He has served on the boards of leading associations including Software & Information Industry Association, American Business Media, SISO, Connectiv, and the Ad Council.

He received a Bachelor of Science degree from Duke University and an MBA from Harvard Business School.