

Scott Hagedorn
Chief Executive Officer
Hearts & Science

Scott is the Chief Executive Officer of Hearts & Science, and the architect of its paradigm-shattering, data-driven model that has enabled an evolution of the media agency role from investment and strategy to orchestration. Under Scott's leadership, Hearts & Science landed the two largest advertisers in the United States in its first eight months – an accomplishment that earned Breakthrough Agency of the Year and Media Agency Executive of the Year accolades from Adweek.

Prior to launching Hearts & Science in 2016, he was the founding CEO of Annalect, the industry-leading data technology platform supporting all Omnicom agencies worldwide. Since joining Omnicom Media Group more than a decade ago, he has held a number of leadership roles across its flagship agencies, including U.S. CEO of PHD Network, Managing Director of OMD East, and U.S. Director of OMD Digital. Scott is a Director at Large for the 4A's and his industry honors include being named to Crain's 40 Under 40 list in 2008; an Adweek Media All Star in 2013; and an AdAge Media Maven in 2016.

Intrinsic to Scott is the nexus between art and mathematics, music. Scott is an avid guitarist, amateur pianist, and admittedly marginal (but passionate) vocalist. He's also way into physics and backyard chemistry.