

Scott Lawrence

DIRECTOR OF GROWTH MARKETING



Scott Lawrence serves as Director of Growth Marketing for Bennett Thrasher with a focus on finding and introducing qualified, prospective clients through calculated, predictable, and measurable methods. In his role, Scott creates meaningful and mutually beneficial new business relationships for the firm. His experience in B2B demand generation spans more than 20 years. With a concentration on

direct response digital marketing, he focuses on building meaningful content, for prospective and current clients, that demonstrates the large variety of services that the firm offers.

Devoted to the “Test & Learn” model, Scott is a staunch proponent of experimenting with new digital marketing tools and tactics. An evangelist of marketing best practices, he began teaching The Principles of Marketing at the University of North Georgia in 2017, where he continues to teach one class per semester today.

Prior to joining Bennett Thrasher, Scott worked for AT&T in Atlanta, GA and Charlotte, NC, Newell Brands in Charlotte, Network Solutions in Herndon, VA, and Response Mine Digital in Atlanta.



CONTACT

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PRACTICE AREAS

Direct Response Marketing



INDUSTRY EXPERIENCE

Digital Marketing
Healthcare
Telecommunications



EDUCATION

Master of Business Administration, Georgia
Institute of Technology
Bachelor of Arts, Florida State University



PROFESSIONAL AFFILIATIONS

American Marketing Association, Member
Media and Marketing Professionals
Worldwide, Member