

Scott Lawrence

MARKETING DIRECTOR



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

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

678.990.2756
scott.lawrence@btcpa.net



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