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**DR. JENNIFER SCOTT JOINS  
SEAWEB BOARD OF DIRECTORS**  
*Senior Ogilvy Executive Brings Knowledge and Expertise  
to Ocean Communications Organization*

WASHINGTON, D.C.—SeaWeb announced today that Dr. Jennifer Scott has joined its board of directors. Dr. Scott serves as the global managing director of Ogilvy’s Public Relations Worldwide Strategy+Planning Group and brings significant experience in strategic communications, market research, public relations and branding to SeaWeb’s growing board.

“We are delighted to have Dr. Scott join our board of directors,” said Dawn M. Martin, president of SeaWeb. “The skills and experience that Jennifer brings are a welcome and important addition to SeaWeb. Her vast knowledge of social marketing and behavior change are a perfect fit for SeaWeb, and we are excited to be working alongside her in our efforts to create a healthier ocean planet.”

Having a Bachelors of Arts degree from the University of KwaZulu–Natal, South Africa, and a doctorate from Oxford University in England, Scott currently is the global managing director of Ogilvy PR’s Strategy+Planning Group. In that role, she has primary responsibility for a cross-disciplinary team of the agency’s most senior practitioners, working to elevate strategic excellence, creativity and campaign effectiveness. Previously, Scott held several positions within Ogilvy providing counsel to clients on market research, crisis response, branding, advocating for public policy initiatives, inspiring behavior change, and measuring the effectiveness of campaigns. Her understanding of target audiences and social and political trends has brought a strategic edge to her work.

Scott has developed research and evaluation programs for many of the agency’s social marketing clients, including the National Institutes of Health and the Centers for Disease Control and Prevention. She regularly teaches graduate classes on public relations effectiveness and measurement at both Columbia and New York Universities. Previously, Scott was president of StrategyOne, a

specialist research company. She also worked at Shepardson Stern + Kaminsky and at Bozell Sawyer and Miller Group.

“The root of SeaWeb’s philosophy is to combine social marketing and strategic communications to create a sea change both in society and in the ocean,” said Scott. “This approach plays a key role in SeaWeb’s success and is one that I identify with in every way possible! This work is critical to conditioning the climate for change and I believe it is the most effective way to create a greater appreciation for our ocean and all the benefits it provides to our planet. We have the ability within the human race to alter the way we think about the ocean and how we use its resources. I could not be prouder to be part of this effort to help the human family live in balance with this immeasurably precious global resource.”

“When it comes to market research and social marketing, Jennifer is one of the world’s top experts,” added Martin. “She simply ‘gets it,’ and we know that in her new role she will help us to tackle some of the most pressing issues facing the ocean today. We are anxious to get to work utilizing her expertise and counsel to make SeaWeb stronger, and our work even more effective.”

Scott joins the SeaWeb board that includes Nicholas Haffenreffer, principal with Torray, LLC; Dawn M. Martin, president of SeaWeb; John Ogden, Ph.D., adjunct professor at University of South Florida College of Marine Sciences; Nora Pouillon, renowned organic chef and owner Restaurant Nora; Alan Jones, Ph.D., aquaculture pioneer and owner of Sturgeon, S.C.E.A.; Callum Roberts, Ph.D., marine conservation biologist at University of York; and Richard Beatty, SeaWeb emeritus board member, philanthropist and former partner and senior counsel at Shaw, Pittman, Potts & Trowbridge.

SeaWeb is an international, nonprofit, communications organization dedicated to creating a culture of ocean conservation. SeaWeb works collaboratively to identify, inform and empower diverse ocean voices and conservation champions in strategic, targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean such as climate change, pollution and overexploitation.

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 70 markets. Named Large Agency of the Year by *The Holmes Report* and *PRNews*, Ogilvy PR blends proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results. In its 29<sup>th</sup> year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its social marketing, public affairs, healthcare, consumer marketing, 360° digital influence, corporate and technology practices. Through its subsidiary, Feinstein

Kean Healthcare, the agency also offers additional experience in the cancer field, as well as specialized expertise in molecular medicine, advanced biomedical research, leading life science and healthcare technologies and treatments. Ogilvy PR is part of the WPP plc, one of the world's largest communications services organizations (NASDAQ: WPPGY, [www.wpp.com](http://www.wpp.com)). For more information, visit our Web site at [www.ogilvypr.com](http://www.ogilvypr.com).

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