

Scott McKain Bio

Create Distinction: What to Do When “Great” Isn’t Good Enough to Grow Your Business

Scott McKain’s background is diverse and remarkable. From serving as a director in boardrooms of both public and philanthropic organizations, to working in his parent’s grocery store in his small hometown in Indiana; from appearing as the villain in a Werner Herzog movie named as one of the fifty “great movies” in the history of the cinema, to keynote presentations to audiences of 20,000 and more on several occasions, Scott McKain’s unique experiences make him uniquely relevant to franchise businesses.

Scott McKain’s dynamic presentations inform and inspire – meaning your audience implements his insights ideas following your program. His unique platform style has earned him induction into the Professional Speakers Hall of Fame — and his remarkable content earned him membership (along with Dale Carnegie, Zig Ziglar, and Og Mandino) as one of only 24 selected for inclusion in the Sales and Marketing Hall of Fame.

McKain has been named as a “Hoosier Hero” in his home state because of his commitment to youth and philanthropy. He was selected by Arnold Schwarzenegger to be the emcee and speaker at an event held on the White House lawn with the President of the United States in the audience – and carried live on CNN and NBC’s “Today” show.

McKain has appeared as a commentator on FOX News to discuss business, politics, and American culture. In his earlier career as a broadcast journalist, two million people saw his commentaries each week on 80 television stations in the United States, Canada, and Australia. He has also been a news anchor for a CBS-TV affiliate in one of the nation’s 25 largest markets.

Scott is the founder of a consulting and training company that explores the role of ultimate customer experiences in creating enhanced client retention and revenue. He has spoken and consulted for the world’s most influential corporations, presenting his business strategies on platforms in all fifty states and seventeen countries.

Social Media Marketing Magazine named Scott McKain as one of the 25 most influential marketing authorities on Twitter. GenJuice magazine named Scott (along with Biz Stone of Twitter and Mark Zuckerberg of Facebook) as one of the top 20 people that young professionals should follow on social media.

By the age of 21, he had met with the Chairman of General Motors in GM’s Boardroom in Detroit and with the President in the Oval Office – inspiring a fascination with business and leadership that continues to this day.