

## Scot Keller Chief Marketing & Communications Officer

Scot Keller has a thing for speed. He was an amateur SCCA driver, raced boats in the American Power Boats Association and drives his Ducati motorcycle everywhere he can. When he's not going as fast as possible, he's the ACM Chief Marketing & Communications Officer.

Scot's a third-generation car executive with more than 25 years automotive industry experience in marketing, communications, motor sports and brand management, working with BMW, Callaway Engineering, Fiat/Alfa Romeo, Audi, Chrysler, Vauxhall and General Motors. Scot joined GM in 1999, where he directed the corporation's activities around global shows and events, technology communications and the strategic management of the GM corporate brand. In 2005, Scot directed GM's heritage activities, including the building and operation of the GM Heritage Center in Detroit. And starting in 2006, Scot had responsibility for the development and implementation of GM's Centennial activities, including the GMnext Digital Experience.

Scot joined the ACM team in 2004 as a member of the board of directors and became a full-time staffer in 2006, where he is responsible for managing marketing, communications and museum brand programs. He also directs the Museum Collection, which numbers more than 770 vehicles under ACM management.

Scot splits his time between his homes in Gig Harbor, Wash., and Eugene, Ore. He is married – he met his wife at the Los Angeles Auto Show - with a son attending the University of Oregon and a daughter attending the Fashion Institute of Design and Merchandising in Los Angeles.