

# Scott Sanders

Principal and President, Integrated Insight, Inc.

Scott.Sanders@integratedinsight.com

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## Summary

Management consulting and training for large and small companies interested in developing superior strategies through data driven insights.

Extensive experience integrating data and analytics to help organizations make better decisions and maximize value from business processes.

Integrated Insight, Inc. is built on world class experience, unending perseverance and a belief in consumer insights and analytical decision making. Our goal is to help organizations reach their full potential.

Specialties: Management consulting including strategic growth initiatives, feasibility studies, research and consumer insights, pricing and revenue optimization, leadership excellence, customer service improvement and employee engagement.

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## Experience

### **Principal and President at Integrated Insight, Inc**

January 2009 - Present (8 years)

Management consulting and training company specializing in helping companies out behave the competition.

Integrated Insight, Inc. provides a breadth of management consulting services to help large and small businesses develop superior strategies through data driven insights and analytics.

Areas of Expertise Include:

- Assessing strategic and financial feasibility of future projects and development
- Developing growth, pricing and profit optimization strategies
- Refining business intelligence disciplines to help companies achieve a sustainable competitive advantage
- Developing and positioning organizations to attain leadership excellence and deliver premium customer experiences
- Educating organizations on key management principles including leadership excellence, analytical decision making, employee management and customer retention

### **Vice President, Pricing at Walt Disney Parks and Resorts**

1987 - 2009 (22 years)

Experience encompasses most major functions of the Walt Disney Parks and Resorts enterprise to include Business Planning and Development, Research, WDW Ticketing Operations, Marketing and Sales Finance, Revenue Management and Pricing. For the last five years, held the position of Vice President, Pricing.

Responsibilities covered all world wide theme parks, as well as support for Disney Vacation Club and Adventures by Disney.

"2 year break in service between 1994 and 1996 (see below)"

**Senior Vice President at John Q. Hammonds Industries**

1995 - 1996 (1 year)

Managed a diverse asset portfolio that included Residential, Recreational, and Entertainment assets to include "Broadway at the Beach" a significant Retail Entertainment development in Myrtle Beach, South Carolina. Developed and operated a 4000 seat live entertainment venue, an IMAX theater and plans for a second 4000 seat entertainment venue.

**Director of Strategic Development at Bass Pro Shops**

1994 - 1995 (1 year)

Recruited to help plan and facilitate a retail expansion (Springfield, Missouri). Responsible for feasibility analysis

**Senior Auditor at Arthur Young & Co, Certified Public Accountants**

1983 - 1987 (4 years)

Audited Fortune 500 and other public and privately held companies

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**Education**

**University of Central Florida - College of Business Administration**

BS, Accounting, 1980 - 1983

Activities and Societies: Student Accounting Society, Beta Gamma Sigma

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**Interests**

consulting, speaking, and running

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## 3 person has recommended Scott

"Scott is a visionary leader, a creative & innovative thought partner, and a practical results oriented professional. At Disney, Scott developed and executed pricing strategies and new products that unlocked great value for Disney and great convenience for the customers. Any company would benefit from Scott's skills, but most importantly they will become more profitable from his ideas."

— **Larry Roos**, worked with Scott at Walt Disney Parks and Resorts

"Scott is a smart, critical thinker able to pull disparate information together to come up with solid business strategies. He will tell it like it is, yet listen to key business partners to ensure successful implementation of programs."

— **Lori Georganna**, worked with Scott at Walt Disney Parks and Resorts

"As we launched the brand new Adventures by Disney business, Scott was a key thought partner in setting the long term business strategy. His creative input helped us forge an innovative unique pricing structure that other's in the industry are now following. Scott is always there to help his clients come up with smart solutions that drive value. I wholeheartedly endorse him in his role with Integrated Insight."

— **Ed Baklor**, worked with Scott at Walt Disney Parks and Resorts

[Contact Scott on LinkedIn](#)