

Scott Deitz

Proven and experienced business leader at the intersection of communication, reputation, valuation and social responsibility.

Scott founded Convene Communication Strategies, a reputation-management and value-creation consultancy positioned to advise global companies, NGOs, advocacy groups, governments, policymakers and educational institutions. The group's mission: design, implement and evaluate select communication and stakeholder engagement activities that protect and advance a client's reputation and valuation.



Convene is founded on (1) the belief that the future of business, people and the planet is dependent upon our collective ability to communicate and collaborate, and (2) the value of bringing organizations together -- to efficiently overcome problems and to define solutions that lead to mutually beneficial outcomes across diverse stakeholder interests.

Success is fueled by purpose-driven excellence in messaging, relationship building, employee communication, public relations, investor and government relations, socially responsible behavior, issue and crisis management, and strategic planning, assessment and evaluation.

Previously, Scott was VP, Corporate Relations at Kontoor Brands (NYSE:KTB), a company created in 2019 when VF Corporation (NYSE:VFC) spun off its denim business into a stand-alone public company. A member of the Company's Executive Leadership Team, Scott led or advised on matters of investor and government relations, social responsibility, issues and crisis management, corporate and brand communications, reputation management, sustainability policy, university relations, and philanthropic activities.

Prior to the creation of Kontoor Brands, Scott was VF's VP of Public Affairs. In this role, he led or advised on matters of investor relations, corporate communications, government relations, and sustainability & responsibility activities of this global leader in apparel, footwear and accessories.

Scott's experience also includes serving as SVP and Partner at the global consultancy FleishmanHillard, providing clients with business counsel on topics of issue and crisis communication, IR, financial and special-situation communications, and activist engagement.

Scott holds a Bachelor of Science degree from the University of Wisconsin – Madison, with a focus on communications, public relations, journalism and education. He studied business at the Kellogg School of Management and multi-cultural communication at Sweden's Krauthammer International. He is a frequent trainer, public speaker and university lecturer.