

# Scott F. Bearse

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## Education

**MBA | MAY 1986 | JOHNSON GRADUATE SCHOOL OF MANAGEMENT, CORNELL UNIVERSITY**

- Major: Operations

**BSME | MAY 1978 | COLLEGE OF ENGINEERING, TUFTS UNIVERSITY**

- Major: Mechanical Engineering

## Work Experience

**FACULTY LECTURER IN STRATEGY | JOHNSON GRADUATE SCHOOL OF MANAGEMENT, CORNELL | 2016 - PRESENT**

- Lecturer in Strategy and Consulting for the Johnson Graduate School of Management at Cornell University

**FOUNDER | BELLWHISTLE ADVISORS LLC | 2016 - PRESENT**

- Founded Bellwhistle Advisors LLC to provide advisory and consulting services to clients

**CHIEF STORES OFFICER | LBRANDS | 2015 - 2016**

- Strategic adviser reporting to CEO and Chairman Les Wexner and acting as a business partner with the executive team and brand leaders on the improvement and transformation of stores across the enterprise

**PARTNER/PRINCIPAL/DIRECTOR | DELOITTE CONSULTING LLP | 2003 - 2015**

- A leader and reputation builder in the Deloitte's Retail Industry Strategy and Operations Consulting Practice focused on client service, talent, and an internationally recognized industry expert on retail store operations.
- Leadership Roles - MBA Recruiting Champion, Regional Industry Leader, Deloitte Eminence Board, Global Editorial Board, Community Service Site Leader, Global and US CB School Instructor, Lead Client Service Partner for key accounts
- Frequent speaker at events including the National Retail Federation and World Retail Congress, World Retail Awards Judge, Frequent Author of articles and publications

**PARTNER/PRINCIPAL | ARTHUR ANDERSEN LLP | 1992 - 2003**

- Worldwide SC Partner from 2000 to 2003, US Firm Partner from 1997 to 2000, Senior Manager from 1992 to 1997
- A top performing client service partner in the Arthur Andersen's Retail Industry Practice known for delivering exceptional, high value results; and for outstanding client, peer, and staff feedback.

**DIRECTOR | SENN-DELANEY MANAGEMENT CONSULTANTS | 1986 - 1992**

- Promoted from Staff Consultant to Project Manager to Director until sale of SDMC to Arthur Andersen LLP in 1992
- Developed and delivered high value improvements in retail store, manufacturing, and supply chain operations

**ENGINEER | WESTINGHOUSE ELECTRIC CORPORATION | 1978 - 1984**

- Hired into the Westinghouse Engineer Graduate Placement Program - Worked at the Large Electric Motor Division, the Combustion Turbine Division, and hired into the Defense and Electronic Systems Division in Baltimore, MD
- Received National Engineering Achievement Award as Engineer in Charge for radar defense network installation in South Korea

## Position Related Experience

- **Guest Lecturer** - Johnson School, Cornell University, guest speaker in Professor Vishal Gaur's Retail Operations Class for the past six years – topics included Customer Experience, Store Operations, and the Future of Retail
- **Guest Speaker** - Guest speaker, panel member, and presenter at other universities at Yale, Harvard, and MIT
- **Deloitte University Instructor** - Instructor and presenter at Deloitte University for various schools including: New Manager classes, Summer Intern Orientations, Lead Client Service Partner Summits, and new Partner Director Training
- **Deloitte Global Consumer Business School** – Instructor for Deloitte's Global CB School in Singapore 2014, and in Paris 2013 at the World Retail Congress
- **Counselor Apprenticeship Program** – Leader and trainer for the Deloitte Counselor Apprenticeship Program in the Boston Office training new managers to be effective counselors and staff mentors
- **Speaker and Author** – Frequent speaker for authored publications and research presented at events like the National Retail Federation (2008, 2014) and the World Retail Congress (2012, 2014), the MIT Media Lab "Retail Everywhere" May 2013 (organizer), Speaker at Net Impact at Cornell 2009
- **World Retail Awards Judge** – A judge for the sustainability and responsible retailing awards from 2010 to 2014
- **MBA Recruiting Champion** – Boston Office Sponsoring Leader for MBA recruiting – experience conducting hundreds of case and behavioral interviews during MBA and undergraduate recruiting
- **Community Service Leader and Office Role Model** - WIN Mentor – An active mentor in Deloitte's Women's Initiative Program; Impact Day Site Leader – A site leader at the Greater Boston Food Bank
- **Summer Intern Champion** – Boston Office Sponsoring PPD for the summer internship program
- **Deloitte Eminence Board** – Responsible for supporting and developing Deloitte practitioners as prospective authors and for reviewing and editing submissions
- **Deloitte Consumer Business Global Editorial Board** – Responsible for identifying ideas and issues, selecting topics, and authoring new content for publication by Deloitte. Authored and co-authored multiple articles over 15 years.

## Selected Publications

- **Preparing for an Economic Storm** | Deloitte Press June 2008 Co-authored this article with Deloitte Chief Economist Ira Kalish anticipating the economic downturn and articulating strategies to prepare and thrive in a period of recession.
- **From Browsers to Buyers** | Texas A&M Center for Retailing Studies September 2001 This was a pioneering article on sampling and analyzing the customer experience to determine strategy and sales growth opportunities.
- **Finding the Green in Today's Shoppers** | Grocery Manufacturer's Association, June 2009 Lead this research and then co-authored this article featured by Deloitte at the World Economic forum, this was an in store study of consumer behavior related to sustainable products in 12 major retail chains with over 6000 customer interviews sponsored by the GMA for their membership
- **After the Storm: Planning for a Retail Recovery** | Deloitte Press, July 2010 Co-authored with Deloitte Chief Economist Ira Kalish, this was a follow-up to the well known Economic Storm article anticipating accelerating innovation in the economy and describing strategies for an economy emerging from recession
- **Using Customer Experience as a Path to Shareholder Value** | GMA 2005, Deloitte Global Powers of Retailing 2006 Excerpts from this article were featured in an article in the Economist. It describes how to use customer experience sampling and analysis to value engineer the business
- **Customer Conversion** | November 2006, Deloitte Part of the Retail Growth Series published by Deloitte outlining strategies for raising the rate of success with customers.
- **Retail Beyond** | Deloitte Global Powers of Retailing 2014, Deloitte Press The concepts in this article originated in a class lecture at the Johnson School, then were presented at the World Retail Congress in 2013, at NRF in 2014, and published in Deloitte's annual Global Powers of Retailing.

Copies or active links to these articles are available on request.