

GRAY SCOTT

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MARKETING & GROWTH EXECUTIVE | AUTOMOTIVE RETAIL & TECHNOLOGY

Automotive marketing and AI transformation executive with a record of accelerated revenue growth, AI-driven scale, and operational discipline. Builds modern dealer ecosystems, first-party data systems, and performance-focused marketing infrastructures that convert. Expert in turning complex multi-store environments into high-output, data-led growth engines across all channels and revenue lines.

AREAS OF EXCELLENCE

Digital Strategy | AI Deployment & Integration | SEO & Organic Growth | Brand Systems | Paid Media Leadership CRM & CDP Architecture | Analytics & Reporting | Tech Stack Engineering | Acquisition & Equity Mining

EXECUTIVE EXPERIENCE

Ultimate Toys | Chicago, IL

Vice President, Marketing 04/2025 – 12/2025

- Delivered +31.1% total revenue growth and +32.2% sales increase, contributing to the strongest YTD performance in company history.
- Increased EBITDA 49.6% and improved margin 1.4 points through optimized marketing spend, refined pricing strategies, and conversion-focused lead flows.
- Grew new Sprinter sales 40% and RAM deliveries 137.5% via targeted audience segmentation and cross-channel creative optimization.
- Sustained double-digit gross profit growth (+22.7%) while scaling COGS proportionally and reducing acquisition costs.
- Rebuilt digital stack, CRM, creative workflow, and audience segmentation from the ground up.
- Closed record December with 45 Sprinter units sold and 136.8% sales growth since April.

Frank Leta Automotive Group

CTO & CMO (Fractional) 02/2024 – 11/2024

- Modernized the group with full AI integration, CDXP deployment, SEO restructuring, website redesign, DSP launch, and buy-center buildout for direct-from-consumer acquisition.
- Reduced third-party dependency while improving data cleanliness, project management infrastructure, and brand alignment.

C. Harper Automotive Group

CTO & CMO (Fractional) 09/2023 – 12/2023

- Led enterprise-wide AI rollout, SEO rebuild, brand modernization, and CDXP installation.

The Digerati Group | Chicago, IL

Founder & Principal 2012 – Present

- Advisory firm specializing in AI systems, CDP and CRM architecture, SEO, tech stack development, and conversion frameworks for dealer groups and automotive technology companies.

Cardinale Automotive Group | Marina, CA

Chief Marketing Officer 2021 – 2022

- Overhauled SEO across all 22 stores, delivering 500% lift in organic traffic with several locations exceeding 1,000%.
- Drove 43% increase in sales appointments and double-digit service gains through AI and machine learning deployment.
- Generated 14% CP lift and 7% service revenue lift in Q1 2022 through a formalized fixed-ops strategy.
- Converted an 85% site abandonment rate into an 85% conversion rate via live communication installation.
- Cut third-party costs 20% and lifted review generation 25% through reputation management restructuring.

- Managed \$12M+ advertising budget; rebuilt digital foundation across all 22 locations.

Muller Auto Group | Chicago, IL

Marketing Director 2016 – 2021

- Increased city market penetration 400% through aggressive brand repositioning and audience expansion.
- Built first-party acquisition engine generating 30-40 inbound leads per day pre-pandemic.
- Launched home delivery program and expanded market reach into previously unreachable segments.
- Integrated AI into marketing workflow starting in 2017, evolving it continuously as the technology matured.
- Built a progressive marketing stack years ahead of any competitor in market or industry.

ADDITIONAL EXPERIENCE

Digital Director, Mancari's CDJR | Founder, Quattro Digital | VP of Support, Dealer Inspire | Strategist, Stream Companies
| Digital Marketing Engineer & BDC Director, DealerOn | Business Development, CGS | Digital Sales, Dealer.com

EDUCATION

E-Business Marketing Management | Champlain College, Burlington, VT

AAS, Business Marketing & Ophthalmic Sciences | CCV, Burlington, VT