



## The W. A. Franke College of Business

### Executive Speaker Series

**R.Scott LaNeve**

The Northern Arizona Center for Emerging Technologies and the W. A. Franke College of Business are proud to announce its April Speaker for the Executive Speaker Series. Mr. R. Scott LaNeve, currently the President of By Design Marketing will be speaking on April 19, 2010 at 6pm in the Gardner Auditorium.



R. Scott LaNeve is an executive with 20 years experience in healthcare, eight years as a Board-appointed officer in segment-leading companies, and global management experience in Europe, Mexico, and Japan.

His background includes marketing, sales, and manufacturing operations in medical diagnostics (Abbott, Roche), orthopedics (DePuy), medical provider services (Quest Diagnostics, Physiotherapy Associates), and outsourced medical device manufacturing (Accellent). Mr. LaNeve has developed strong customer-facing experience with physicians, commercial laboratories, hospitals and health systems, payor organizations, and large national purchasing groups in the healthcare arena.

He has spoken on the topic of marketing and sales management at public forums, has published articles on the nature of competition between hospitals and commercial labs, and is a motivational speaker.

Mr. LaNeve founded By Design Marketing, LLC, a full-service marketing and business consulting firm dedicated to helping any and all businesses achieve their potential by aligning sound strategy, creative marketing and plans, and crisp execution.

**Where: W.A. Franke College of Business's Gardner Auditorium**

**When: April 19<sup>th</sup> 6:00pm**

**Free Admission**

SUPPORTED BY:



For additional information contact NACET at 928-213-9234