



## Scott Cheney

CFO & Managing Partner

Scott refers to himself as the resident "finance guy."

That's an understatement. As a Denali managing partner, a 20-year industry

veteran, entrepreneur, analytics expert and three-time CFO, Scott's proper title should be "Executive Finance Guy."

He started his career at ADVO, where as VP of Analysis, Scott managed their \$450 million postage spend, set pricing for a \$1 billion product line, co-developed corporate strategy, and ran the Direct Response division.

Later he served as VP of Analysis for MilePoint, co-founded retail automation pioneer DVDPlay, and was CFO of PRIMIS Marketing Group, where he also ran the online lead generation business.

Sure, Scott's unique blend of analytic skills and executive financial management experience results in a pragmatic approach to marketing analysis and insights. But it takes more than that to seize and secure the position of Executive Finance Guy.

To keep in fighting form, Scott's done a month-long outdoor survival course, he hikes and skis, and plays basketball (okay, mostly he watches his daughter play).