



**SCOTT M. GRAFFIUS**





AGILE PROJECT MANAGEMENT LEADER, PRACTITIONER, CONSULTANT, CREATOR, RESEARCHER, MULTI-AWARD-WINNING AUTHOR, TRAINER, AND INTERNATIONAL KEYNOTE SPEAKER **SCOTT M. GRAFFIUS** AND HIS CONTENT HAVE BEEN USED BY PUBLICATIONS, ONLINE MEDIA, BUSINESSES, PROFESSIONAL ASSOCIATIONS, GOVERNMENT AGENCIES, AND UNIVERSITIES AROUND THE WORLD

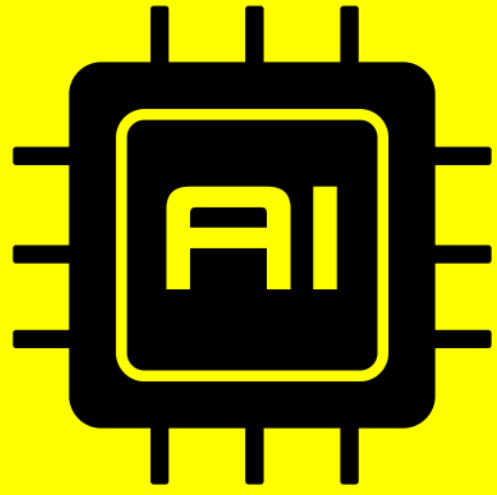


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**SCOTTGRAFFIUS.COM** PROVIDES UNIQUE INFORMATION, ACTIONABLE INSIGHTS, AND VALUABLE RESOURCES ON AGILE PROJECT MANAGEMENT, BUSINESS, AND TECH



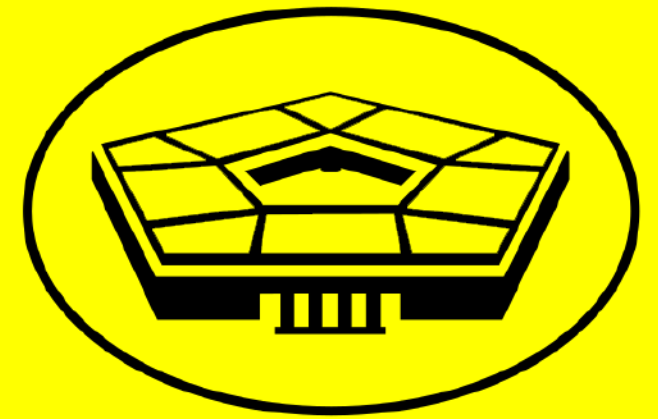
# SCOTT M. GRAFFIUS' BUSINESS & INDUSTRY EXPERIENCE



AI



Consumer Products



Defense



E-commerce



Film



Financial Services



Government &  
GovTech



Loyalty



Manufacturing

# SCOTT M. GRAFFIUS' BUSINESS & INDUSTRY EXPERIENCE



Music



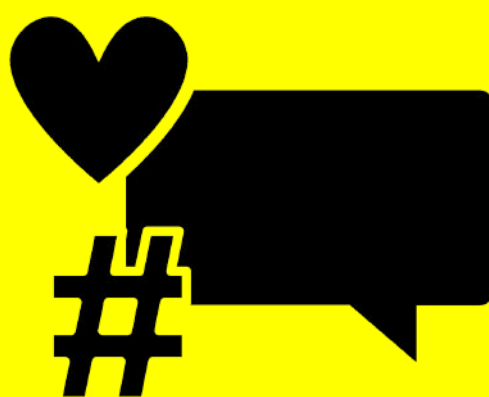
Professional Services



R&D &  
Advanced Technology



Retail



Social Media



Streaming/OTT Video &  
Television



Technology



Telecom



Video Games

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Microsoft

ORACLE



UC San Diego



Yale



**EVENT ORGANIZERS, BUSINESSES, PROFESSIONAL ASSOCIATIONS,  
AND GOVERNMENT AGENCIES INVITE SCOTT M. GRAFFIUS TO SPEAK**

# TOP 5 TALKS



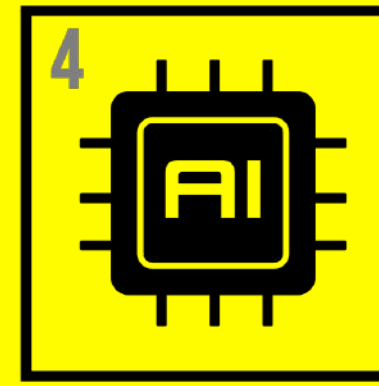
**TEAM DEV**



**STRATEGIC  
ALIGNMENT**



**AGILE**



**AI**



**VIDEO  
GAME DEV**

**CONF42 QUANTUM  
COMPUTING CONFERENCE**  
June 29, 2023 at 10:00 AM PT | 5:00 PM GMT | 8:00 PM ET

**SCOTT M. GRAFFIUS**  
Founder, Exceptional Agility™  
Part of Exceptional PPM and PMO Solutions™

**"WHAT SUCCESSFUL  
AI TEAMS HAVE IN  
COMMON"**

**EA**  
EXCEPTIONAL ABILITY

**Are You Realizing All  
the Benefits from Agile?**

Scott M. Graffius - CEO and Principal Consultant

Private Event | EXP135 | Thursday, October 7, 2021

Scott M. Graffius  
Founder, Exceptional Agility™

**"The Science of  
High-Performance  
Game Development Teams"**

**W Love Games**  
International Game Developer Conference

October 12-13, 2023  
Helsinki, Finland and Online  
www.WLoveGames.org

**SCOTT M. GRAFFIUS**

**BSIDES NCL**

Scott M. Graffius Presents  
"Navigate the Phases of Team Development  
with Speed and Agility for Happier  
and More Productive InfoSec Teams"

BSides NCL 2021 InfoSec Conference  
September 10-11, 2021  
The Catalyst, Newcastle upon Tyne, England  
And Online • bsidesnewcastle.org

**Scott M. Graffius**  
CEO, Exceptional PPM and PMO Solutions™

**IEEE IEEE★USA**

**Scott M. Graffius**  
CEO, Exceptional Agility™  
A Division of Exceptional PPM and PMO Solutions™

**"Navigate the Phases of Team Development  
with Speed and Agility for Happier and More  
Productive Teams"**

IEEE-USA Livestream | October 5, 2021 | 2:00-3:00 p.m. ET  
IEEEUSA.org

**Scott M. Graffius**  
CEO & Principal Consultant  
Exceptional Agility™  
Part of Exceptional PPM and PMO Solutions™

**Sustainable  
High Performance Agile Teams**

Private Event | September 17, 2022 | Santa Monica, California

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— AND 83 MORE, FOR A TOTAL OF 89 APPEARANCES —



**EVENT ORGANIZERS, BUSINESSES, PROFESSIONAL ASSOCIATIONS,  
AND GOVERNMENT AGENCIES INVITE SCOTT M. GRAFFIUS TO SPEAK**

**SCOTT HAS DELIVERED TALKS AND WORKSHOPS AT 89 EVENTS —  
PUBLIC AND PRIVATE/CORPORATE — ACROSS 25 COUNTRIES**



**SCOTT'S SESSIONS ARE UNIQUE, DYNAMIC, ENGAGING, AND  
PACKED WITH FRESH INSIGHTS AND USABLE INFORMATION,  
AND THEY'RE HIGHLY RATED BY BOTH ATTENDEES AND ORGANIZERS**

**VISIT [SCOTTGRAFFIUS.COM](http://SCOTTGRAFFIUS.COM) FOR TESTAMONIALS, A DETAILED  
LIST OF PAST AND UPCOMING APPEARANCES, AND MORE**





# AWARD-WINNING AUTHOR SCOTT M. GRAFFIUS

## *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions*



### Softcover / Paperback

- Publisher: CreateSpace, 4900 LaCross Road, North Charleston, SC 29406
- Copyright date: 2016
- On sale: May 25, 2016
- Price: \$34.99 US
- Pages: 156 (in full color)
- Dimensions in inches: 7 x 0.4 x 10
- Dimensions in cm: 17.8 x 0.9 x 25.4
- ISBN-10: 1533370249
- ISBN-13: 978-1533370242
- Distribution: Worldwide

### E-book / Kindle

- Publisher: Amazon Digital Services, 410 Terry Avenue North, Seattle, WA 98109
- Copyright date: 2016
- On sale: May 20, 2016
- Price: \$19.99 US
- Pages: 156 (in full color)
- ASIN: B01FZ0JIIY
- Distribution: Worldwide



# AWARD-WINNING AUTHOR SCOTT M. GRAFFIUS

## **Agile Transformation: A Brief Story of How an Entertainment Company Developed New Capabilities and Unlocked Business Agility to Thrive in an Era of Rapid Change**



### Softcover / Paperback

- Publisher: CreateSpace, 4900 LaCross Road, North Charleston, SC 29406
- Copyright date: 2019
- On sale: June 6, 2019
- Price: \$5.95 US
- Pages: 68
- Dimensions in inches: 5 x 0.17 x 8
- Dimensions in cm: 12.7 x 0.43 x 20.32
- ISBN-10: 1072447967
- ISBN-13: 978-1072447962
- Distribution: Worldwide

### E-book / Kindle

- Publisher: Amazon Digital Services, 410 Terry Avenue North, Seattle, WA 98109
- Copyright date: 2019
- On sale: April 26, 2019
- Price: \$1.00 US
- Pages: 60
- ASIN: B07R9LJLPJ
- Distribution: Worldwide



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## SOCIAL MEDIA

FOLLOWERS

36K



AUDIENCE

45% ♀  
55% ♂

ENGAGEMENT RATE

7.05%\*



\* Hootsuite reports at <https://blog.hootsuite.com/calculate-engagement-rate/> that a good engagement rate is between 1-5%. Impact.com notes at <https://impact.com/partnerships/ultimate-guide-to-influencer-marketing/> that the average engagement rate for micro-influencers is 3.86% while celebrities/others typically yield 1.21%. At 7.05%, Scott M. Graffius' engagement rate is favorably high.



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## WEBSITE

### VIEWS

42K

Monthly Page Views

### VISITORS

13K

Monthly Unique Visitors

### TIME

3.25\*\*

Minutes on Site

### BOUNCE RATE

31.60%\*\*\*

Average Bounce Rate

### TERRITORIES

75% AMER  
17% EMEA  
8% APAC

### WITHIN US

73% in the US  
27% outside the US

### GENDER

43% Female  
57% Male

### AGE

52% 18-34 YO

### HHI

\$113K Average User HHI

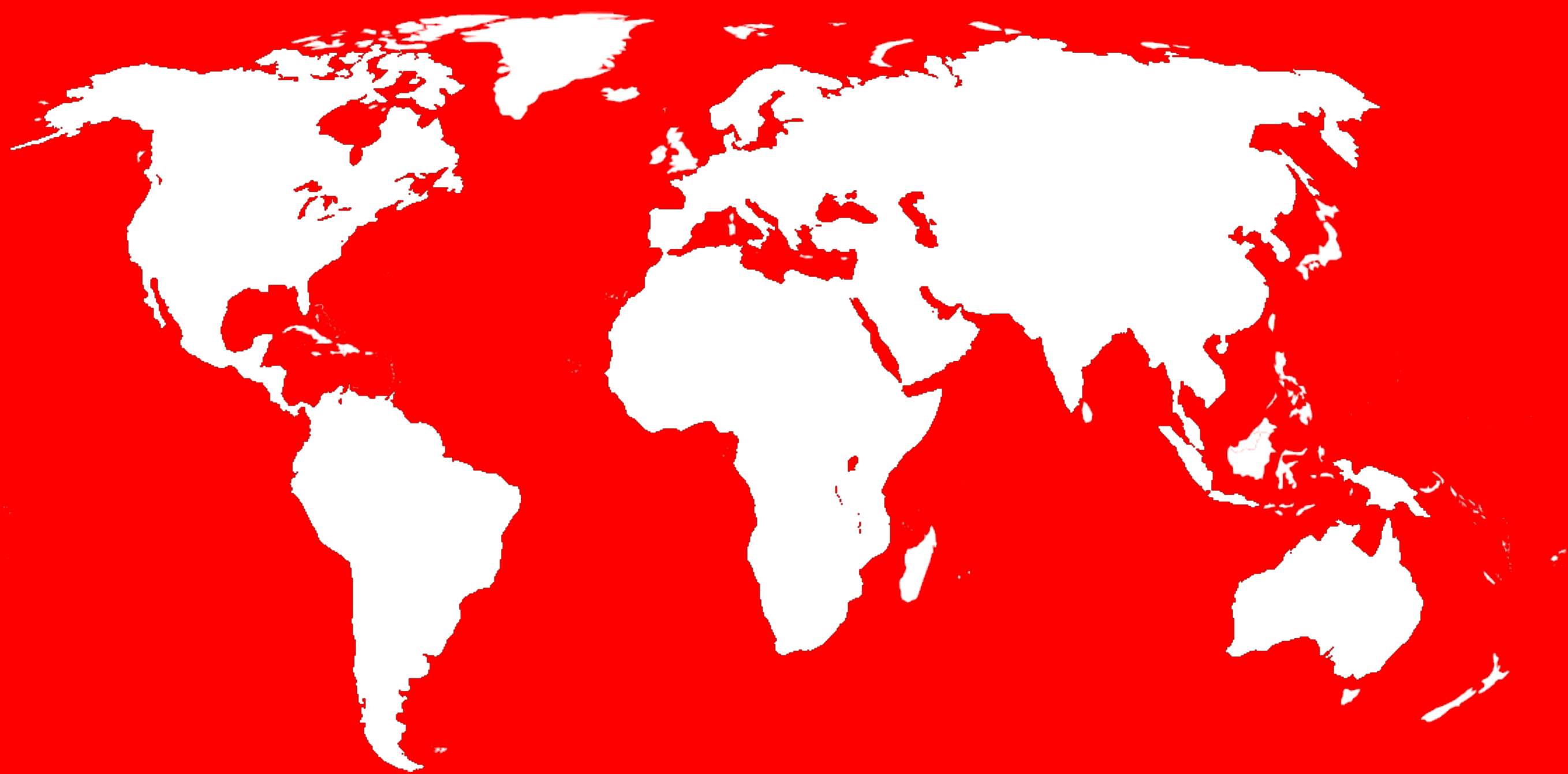
\*\* Agency Analytics reports at <https://agencyanalytics.com/kpi-definitions/average-session-duration#> that a good session duration starts at 2 minutes. Dash This reports at <http://Dashthis.com/kpi-examples/average-session-duration/> that a strong average session duration metric is between 2-4 minutes. At 3.25 minutes, the session duration for visits to Scott M. Graffius' website is favorably high.

\*\*\* Neil Patel reports at <https://neilpatel.com/blog/bounce-rate-analytics/> that the average bounce rate across industries is around 47%. Semrush reports at <https://www.semrush.com/blog/bounce-rate/#> that a good bounce rate is 40% or less. At 31.60%, Scott M. Graffius' bounce rate is favorably low.



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## KEY CITIES



Los Angeles, California  
San Francisco, California  
San Jose, California

New York City, New York  
Miami, Florida  
Austin, Texas

London, UK  
Paris, France  
Sydney, Australia

## KEY TOPICS

Agile  
Project Management  
Technology

AI  
Innovation  
Business

Game Development  
Software  
Leadership



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## SERVICES



Affiliate & Influencer Marketing



Blog Posts



Brand Ambassadorship



Collaboration & Partnerships



Keynote Speaking



Media Interviews



Product Reviews



Social Media Posts



Social Media Research



Social Media Takeover



Video Content



Webinars & Trainings

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## CONTACT INFORMATION

Scott M. Graffius | [scott@scottgraffius.com](mailto:scott@scottgraffius.com)