



2025 Page Annual Conference



Scott Kronick
Senior Advisor,
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Scott is a 38-year veteran of Ogilvy, having started his career with Ogilvy Public Relations in New York in 1987. Today, Scott is a Senior Advisor at the firm, leading significant client engagements in Asia, particularly in the areas of issues and crisis management, corporate reputation, high-visibility media campaigns, and executive positioning. From a base in Los Angeles, he also runs his own consultancy advising clients on their emerging communications issues and

opportunities, and he leads the Page Society China Chapter as its Chair.

Scott is also an Adjunct Professor at the University of Southern California (USC) Annenberg School of Communication and Journalism, and he serves as the Chairman of the Advisory Board for the USC US-China Institute.

Prior to his role at USC and as Senior Advisor to Ogilvy Public Relations, Scott was president and CEO of Ogilvy Public Relations, Asia-Pacific, responsible for the leadership and management of the firm's highly awarded Asia-Pacific network, covering 29 offices in 16 countries. During his tenure, Ogilvy Public Relations was the largest and most influential international public relations network in Asia and the largest region in the company's global network. Scott ran the Asia network from a base in Beijing, China, where he lived for 26 years.

In his advisory capacity, Scott has counseled corporate clients, as well as individuals and government organizations. Scott has provided advisory services to the Beijing



Organizing Committee for the Olympic Games (BOCOG), the South Korea 2022 FIFA World Cup Bid Committee, and the city of Chengdu, China, among others.

In recognition of his contribution to the industry, Scott received numerous awards. Most notably he appeared on the 2014-2016 Global Power List of PR Week, and he was featured in Campaign Asia as one of the selected 11 Most Admired Agency Leaders in the Asia-Pacific region. He was also awarded a prestigious Individual Achievement Sabre by Provoke Media.

Scott is a 1985 graduate of Syracuse University's SI Newhouse School of Public Communications, where he served as the President of the Public Relations Student Society of America.