

## **Shannon M. Scott**

Senior Vice President, Marketing, Communications and Membership  
American Academy of Family Physicians

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Shannon M. Scott joined the AAFP in 2016 as senior vice president, marketing, communications and membership. As a member of the senior management team, Scott provides strategic input to the AAFP as well as oversight of the organization's marketing and communications efforts (news, public relations, websites, social media), membership, and meetings and conventions management initiatives.

Before coming to the AAFP, Scott served as executive director, marketing communications at Applebee's International, Inc. Prior to that, she was creative and media director at the Associated Wholesale Grocers, Inc. Scott was featured as a Game Changer on "The Power List 2015: The 50 most powerful people in foodservice," sponsored by Nation's Restaurant News.

Scott is a member of the Women in Foodservice Forum and the Association of National Advertisers. She holds a bachelor's degree in marketing from Kansas State University-Manhattan.