



Scott Moffitt

Executive Vice President, Sales & Marketing
Nintendo of America Inc.
Redwood City, California

Scott Moffitt joined Nintendo of America in May 2011 as executive vice president of Sales and Marketing. Moffitt oversees all sales, sales operations, consumer and digital marketing and corporate communications activities for Nintendo in the United States, Canada and Latin America.

Moffitt comes to Nintendo from Henkel Consumer Goods, where he oversaw North American operations for the Personal Care Division including leading sales, strategic planning, innovation and marketing for brands such as Dial, Right Guard, Tone and Pure & Natural. During his five years as senior vice president and general manager, he drove a dramatic business turnaround through an overhaul of the flagship Dial brand and Right Guard brands and the launch of a series of market-leading innovative new products.

Moffitt's 20-plus years of marketing and general management experience also include a formidable stint at PepsiCo in New York, where he spearheaded the launch of Mountain Dew Code Red and AMP Energy Drink and helped grow and revitalize the SoBe beverage company. As a marketing director and manager, he also oversaw product development and repositioning efforts for an array of billion-dollar beverage brands, including Mountain Dew, Sierra Mist, Aquafina and Mug Old Fashioned Root Beer.

Moffitt holds a bachelor's degree in finance from Arizona State University and an MBA from Northwestern University's Kellogg School of Management. His favorite Nintendo character is Mega Man.