



## 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 and marketing 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 leading personal-care brands such as Dial, Right Guard, Tone and Pure & Natural. During his five years as senior vice president and general manager for the Personal Care division, he orchestrated an overhaul of the flagship Dial and Right Guard brands.

Moffitt's 20-plus years of leadership and marketing experience also include a formidable stint at PepsiCo, where he helped grow and revitalize the SoBe portfolio of brands and spearheaded the launch of Mountain Dew Code Red and AMP Energy Drink. As a marketing director and manager, he also oversaw product development and repositioning efforts for an array of top 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.