

VSHIFT

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VShift Welcomes Scott Santos as Chief Client Officer and Managing Director of Business Development

NEW YORK, July 18, 2024—VShift announced digital transformation and experience design executive Scott Santos will join its leadership team as chief client officer and managing director of business development. Santos will spearhead revenue and client growth strategy and engagement with an emphasis on experience design, product creation and digital solutions.

VShift, a customer engagement and digital experience agency, has deep expertise with enterprise-scale organizations in regulated industries like financial services, insurance and healthcare. They have a trajectory of crafting and delivering digital platforms that create competitive advantages for companies including BJC HealthCare, Freddie Mac, Prudential and First American.

“Scott’s background as a senior executive with blue-chip firms and clients, delivering enterprise-scale digital transformation and experience design engagements, is an ideal match for VShift’s strategic vision,” said VShift Founder and CEO Al Collins. “We are thrilled to have him join our leadership team.”

With over 20 years of leadership experience in digital strategy and transformation, design, CX, product creation, user research and team building, Santos was most recently a Partner at IBM. There, he led the NYC iX Studio, a multidisciplinary team of designers, developers, and strategists and was responsible for a portfolio of clients in the financial services industry. Previously, he served in leadership roles focused on digital strategy, user experience and design at Fjord, Thomson Reuters, The College Board and Wunderman.

“I couldn’t be more excited to join the VShift team to help further their growth agenda and work hand in hand with fantastic people at the same time. Having known many on this leadership team throughout my career, I am looking forward to bringing my experience to bear in an environment marked by forward thinking, delivery obsession, true client partnership and a palpable human focus,” added Santos.

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About VShift

VShift is a customer engagement and digital experience agency. The company brings together consulting, creative, marketing and technology to drive growth for organizations in regulated businesses. VShift is a member of the [MACH Alliance](#), SOC 2 certified by the AICPA, and PCI DSS compliant. Visit vshift.com and follow VShift on [LinkedIn](#) for more information.