



ALLISON SCOTT

DIRECTOR, MARKETING STRATEGY, INNOVATIVE CONSTRUCTION SOLUTIONS – SKANSKA

As a marketing and management strategist, Allison has experience in the arts, design, technology, and construction industries. In her current role, she supports the national Innovation group of Skanska USA Building, a Fortune 500 construction firm, helping to investigate and integrate game-changing tech like virtual reality, wearables, IoT/sensors, and drones onto the jobsite. She cultivated her career working in architecture, where she assisted in developing niche services for the design of energy-efficient data centers during the advent of cloud computing. She also served as a marketing specialist for renowned inventor and futurist Ray Kurzweil, where she supported numerous start-up initiatives like an AI-based cybernetic artist and a nutraceutical company, and learned about entrepreneurship and disruptive innovation. Allison holds a BA in Theatre/Arts Management from Emerson College and an MBA in Innovation and Design Management from Suffolk University's Sawyer Business School.