



## **Scott Aylward and Pattye Moore Biographies**

This is the story of two unassuming marketing professionals who met midway in their careers and began a promising business partnership that resulted in both being named presidents of their respective companies. As presidents, they relied on each other for advice and counsel, all while leading their companies to record growth. Both credit their unique management style for their professional ascension and successful run at the top.

Scott Aylward and Pattye Moore have now joined forces again to share the management and leadership practices that took them to the top in *Confessions from the Corner Office*. They reveal that more often than not, getting to the corner office requires managing from the heart rather than the head, or, in their words, trusting and acting on your instincts.

Scott Aylward was born in Dearborn, Michigan, attended Michigan State University, and graduated with a bachelor's degree in advertising in 1979. Pattye Moore was born in Midwest City, Oklahoma. She graduated with a bachelor's degree in journalism/public relations from the University of Oklahoma in 1979. Neither of them expected to run a company one day.

In 1994, Pattye was vice president of marketing for Sonic Industries, the franchisor for a chain of drive-in restaurants headquartered in Oklahoma City. Sonic's new ad agency, Barkley Evergreen and Partners, hired Scott Aylward to head up the Sonic account. Over the next 10 years, Scott and Pattye worked closely together to help build the Sonic brand. In doing so, they discovered that they shared almost identical leadership philosophies and instincts.

During their partnership, those instincts helped fuel impressive and record growth at their respective companies. Barkley Evergreen and Partners made the list of the 50 largest ad agencies in the U.S., grew from fewer than 100 employees to more than 300, won major clients, and was one of the fastest-growing agencies in the country under Scott's leadership. During Pattye's tenure at Sonic, the company grew from less than \$900 million to just over \$3 billion in system-wide sales, store-level volumes and profits more than doubled, and Sonic was consistently ranked by *Forbes* and other business publications as one of the best franchising opportunities and as one of the fastest-growing companies in the U.S.

Scott and Pattye's instincts also helped fuel impressive growth in their own careers. In 1998, at the young age of 38, Scott was named president of the ad agency, CEO a few years later, and then chairman, all by the age of 45. By 2001, Pattye, 43, was executive vice president and a member of the board of directors for publicly traded Sonic and was named president of Sonic Corp. in 2002.

Both left their positions to start a new venture, INSTINCTS, LLC, a company dedicated to helping up-and coming-executives develop their leadership instincts. Both Scott and

Patty delivered “unique, caring, and motivating management styles,” and they wanted to pass their knowledge on to others.

Unfortunately, this style is all but unheard of in today’s impersonal, get ahead at all costs, politically savvy workplace. But it was this style of leadership—management based on instincts—that elevated them to the top.

## **15 CORNER OFFICE INSTINCTS**

### **“ATTITUDE INSTINCTS”**

- HAVE A PASSIONATE LOVE AFFAIR WITH THE OFFICE, NOT AT THE OFFICE
- GET MARRIED AGAIN—YOUR SPOUSE WON’T MIND
- 9 TO 5 WAS JUST A MOVIE
- PROTECT, HONOR AND DEFEND THOSE WHO WORK FOR YOU
- IF SOMEONE IS TALKING TO YOU...RETURN THE FAVOR AND LISTEN
- DO TAKE IT PERSONALLY
- OF COURSE I WANT YOUR OPINION...AS LONG AS IT’S THE SAME AS MINE

### **“PERFORMANCE INSTINCTS”**

- FAST IS GOOD. SMART IS BETTER
- LIKE IT OR NOT, WE ARE ALL IN SALES
- DON’T BECOME BURDENED BY REALITY
- FIRE MISTAKES FAST
- THE FOUR MOST IMPORTANT WORDS YOU WILL EVER SAY...AND NO, THEY ARE NOT “WILL YOU MARRY ME?”
- WORKING THE ROOM IS NOT JUST FOR POLITICIANS
- NEVER LEAVE THE OFFICE WITHOUT YOUR NUTCRACKER
- MAKE YOUR PERSONAL LIFE A PRIORITY

**For more information on *Confessions from the Corner Office*, or to speak with the authors, please contact Kristen Schremp at [Kristen@kaspublicity.com](mailto:Kristen@kaspublicity.com) or 703.928.5527**