



AMERICA'S CAR MUSEUM®



Scot Keller

Curator of Exhibits, America's Car Museum

Scot Keller is a third generation car executive whose career spans three decades. He has broad-based leadership experience in automotive marketing, communications, motor sports, heritage and brand management.

Scot has held a number of sales and marketing management positions working with BMW, Callaway Engineering, Fiat, Alfa Romeo and Audi including advertising, merchandising and communications strategic development. As a marketing executive for Chrysler Corporation in the 1990's he directed pan-European advertising, consumer communications and brand management for Chrysler & Jeep working in Detroit Michigan and Brussels Belgium.

Scot joined General Motors Corporation in 1999 where he directed the corporation's activities around global shows and events, technology communications and the strategic management of the GM corporate brand. In 2005 Scot directed Communications activities for GM's Vauxhall brand in the United Kingdom. He also had direct responsibility for GM's heritage activities and co-founded the GM Heritage Center museum in Detroit.

He joined LeMay - America's Car Museum in 2009 as Chief Marketing & Communications Officer directing marketing/communications, signature events and ACM brand programs. He now acts as Curator of Exhibits.