

Scott McGaugh - Bio

Scott McGaugh is the USS Midway Museum's founding marketing director (since 2004). His branding strategies have generated nearly 10 million museum visitors in less than 11 years—making the USS Midway Museum the most-visited naval ship museum in the world. Midway now is the 7th most popular museum of any type in the U.S. on TripAdvisor. His USS Midway public relations work has been featured in a marketing textbook used by 142 colleges and universities and has been taught at Harvard University.

Previously, McGaugh volunteered for eight years to lead the public relations campaign to relocate the Midway to San Diego (1996-2004). During that time he also was the co-owner of a leading San Diego advertising and public relations agency whose clients included the San Diego Convention & Visitors Bureau, national hotel chains, entertainment destinations, attractions and hospitals.

He also has written seven books since 2004, three of them about Midway, two about military medicine, and one on the history of the military in San Diego. McGaugh's writing has appeared in more than 150 newspapers and magazines across the country and he is a popular university lecturer and keynote speaker.

A San Diego native, he is a graduate of Arizona State University with a degree in political science after studying international relations at Uppsala (Sweden) University.