Scott Griffith is Chief Autonomous Vehicle Products, Marketing and Operations, Ford Autonomous Vehicles LLC, effective November 1, 2019. In this role, Griffith is responsible for leading the development and execution of Ford’s go-to-market strategy for Ford’s autonomous vehicle business. This includes further developing Ford’s autonomous vehicle brand and marketing, defining the customer experience and product attributes needed to deliver this vision, developing key strategic partnerships and building out the company’s fleet management and regional operations.

Previously, Griffith served as Chairman and Chief Executive officer of Zipcar from 2003-2013, where he solidified the company to be the world’s leading car sharing network. After re-positioning the brand, re-setting the business model and building a new leadership team Scott raised several rounds of venture and growth capital from top tier investment firms including Benchmark Capital and Greylock Partners. Griffith and his team then proceeded to aggressively build Zipcar organically and through several acquisitions and under his leadership, the company went public in 2011. He later negotiated the sale of Zipcar to Avis Budget Group in 2013.

Prior to Zipcar, Griffith held senior level positions at The Boeing Company, and The Parthenon Group, a business strategy and investment firm.

Griffith’s leadership has been recognized in several publications, including being named one of Huffington Post’s “Game-Changers in Transportation” and the “Social Entrepreneur CEO of the Year” by Corporate Responsibility Magazine. BusinessWeek also named Griffith one of the “Best Leaders”.

Griffith earned a bachelor’s degree in engineering from Carnegie Mellon University and an MBA from the University of Chicago’s Booth School of Business. In addition to his roles at Ford, Griffith serves as an EIR at General Catalyst Partners and is on the board at GC portfolio companies Envoy Global, and TrueMotion, where he is a co-founder.