Scott Brandley

Scott Brandley is the CEO of Shopper Approved and Trust Guard, and has built over 40 different software products over his 26-year career.

Shopper Approved® is one of the oldest, largest, and most trusted online rating and review platforms in the world, and has been the recipient of two Inc.500 awards, three Utah 100 awards, and the Utah Fast 50.

Trust Guard® is a website security company that has helped to actively protect thousands of businesses and hundreds of millions of consumers around the world from virtual threats and hackers for over 17 years.

Scott is a keynote speaker, strategist, podcaster, and co-author of the books "**Reputation King - How to Become the Most Trusted Online Brand in Your Industry**" and "Software Secrets - How To Build Your Own Software Empire Faster Than You Ever Thought Possible."

He also has a degree in Business Administration and is a Behavioral Science expert, with numerous certifications from the Cialdini Institute, the Online Influence Institute, and The Mindworx Academy.

He also has a love/hate relationship with golf, and enjoys spending time with his family.

Areas of Expertise

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- Rating & Review Strategies
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- CRO Strategies

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