Scott Hartley, investing in global entrepreneurs.
Investor and startup advisor clearly communicates ideas and differentiates his brand using Adobe Creative Cloud.

Scott Hartley

"Adobe Creative Cloud helps me create engaging presentations that effectively communicate my ideas to audiences."

Scott Hartley, venture capitalist and startup advisor, Hartley Global, LLC

SOLUTION
Adobe Creative Cloud

EDUCATION BACKGROUND
Palo Alto High School
Stanford University
Columbia University

RESULTS

THOUGHTFUL DESIGN
Clarified ideas through designs to better communicate messages to audiences

CLOUD ACCESS
Gained access to creative tools to work anywhere in the world

FAST TURNAROUND
Leveraged simple workflows to quickly create and deploy web pages for testing

PERSONAL BRANDING
Developed unique aesthetics that help ideas stand out
Communicating across borders

From Google and Facebook to the White House, global investor Scott Hartley has spent the past decade bridging Silicon Valley and Washington, D.C. technology investments. Hartley now leverages past experiences as a partner at Mohr Davidow Ventures and a Presidential Innovation Fellow at the White House, to invest in and advise some of the world’s most promising new tech companies.

With frequent presentations and keynote speaker engagements with organizations as diverse as MIT and the U.S. State Department’s Global Innovation in Science & Technology initiative, one of Hartley’s primary jobs involves communicating macro technology trends and ideas to audiences across borders. “Although my job is fairly macro and analytical, my creative skills help me to approach ideas from new angles and find ways to connect with audiences,” says Hartley. “Adobe Creative Cloud helps me design visuals and outline presentations that give my ideas the persuasive edge they need to stand out. When I’m in Asia, Africa, or the Middle East, I find that design communicates across boarders even more powerfully than words.”

Award-winning journalism

Hartley’s introduction to Adobe creative tools came while a student at Palo Alto High School, where he spent years studying under Esther Wojcicki’s award-winning journalism program. He helped found the school’s feature magazine, Verde, which won the Gold Crown from the Columbia Scholastic Press Association under Hartley’s leadership as editor-in-chief. Due to Wojcicki’s belief in innovative technology, students learned to create their magazine using Adobe creative software.

“Through my work on Verde, I learned to develop beautiful designs with Adobe creative software,” says Hartley. “More importantly, I discovered that working with design helped me clarify my thoughts and experiment with how to express myself more clearly to audiences—a skill that continues to benefit me in my career today.”

Creating expressive presentations

Hartley went on to earn multiple degrees, including a BA in political science from Stanford University, an MA in international affairs from Colombia University, and an MBA in economics and finance, also from Columbia. Hartley complemented his extensive academic experiences with diverse work at Google, Facebook, Harvard’s Berkman Center for Internet & Society, and the White House as an intern, and then a second time as a Presidential Innovation Fellow.
SOLUTION AT A GLANCE

- Adobe Creative Cloud. Apps used include:
  - Adobe Photoshop CC
  - Adobe InDesign CC
  - Adobe Illustrator CC

For more information
www.adobe.com/creativecloud.html

During his academic career, Hartley used the familiar tools and capabilities in Adobe InDesign and Photoshop to deliver visually compelling academic research reports and papers. While working at Google and Facebook, Adobe creative tools helped Hartley develop engaging presentations for his team in Google India, and reports from Google.org work in Africa.

"A good design not only helps me convey information more clearly, but also by developing a unique look for my work, I can differentiate myself aesthetically from others," says Hartley.

In his current job as a global investor and startup advisor, communication is more important than ever. Hartley uses Adobe Creative Cloud software to bring high-quality visuals to every discussion, whether through wire frames and mock ups for product development or personalized slide decks that express a branded view of the product, market, or investment.

Hartley recently used Adobe Illustrator CC to create a set of vertical specific landing pages. Working with an early stage enterprise company, testing conversion rates with verticalized language and design is an important way to understand product market fit, and where your company is speaking to potential clients. Adobe tools helped Hartley to quickly build, deploy, and test the impact of those changes for a company. "Adobe Creative Cloud makes development fast and easy, resulting in quicker feedback and leaner startups," says Hartley.

With Adobe Creative Cloud, Hartley gains immediate access to all of his Adobe creative tools, even when he's on the road. "I'm constantly traveling from coast to coast and swapping between laptops, so having my software available for installation through Adobe Creative Cloud is very convenient for me," says Hartley. "With Adobe Creative Cloud, I have easy access to a variety of creative tools so that I'm always ready to help out a client. Additionally, if I don't know how to do something, the fantastic video tutorials help me quickly get up to speed."

With Adobe Creative Cloud, Hartley continues to expand his creativity to better communicate across borders and languages. "I've given presentations to thousands of entrepreneurs and had the fortune of traveling to over 70 countries," says Hartley. "Adobe Creative Cloud helps me create engaging presentations that effectively communicate my ideas to audiences."