

Contact

5 Union Run Ct. Palm Coast FL
32164
954-557-5452 (Mobile)
scott@em-advisory.com

www.linkedin.com/in/scott-shakespeare (LinkedIn)
www.emadvisorycorp.com (Company)
www.revgens.com (Company)

Top Skills

Entrepreneurship
Marketing
Management

Publications

Drawing Business Ideas From The
World Around You!
Angel Investors
YOUR SUPPLIERS AND YOU
Venture Capital
GOVERNMENT CONTRACTS: ARE
THERE OPPORTUNITIES?

Scott Shakespeare

President of EM Advisory Corp and Founder/Creator of RevGens,
LLC
Greater Orlando

Summary

Business isn't just what I do—it's what I've lived for more than five decades. As a strategic business advisor, entrepreneur, and executive leader, I've spent over 50 years helping companies identify opportunities, overcome challenges, and achieve sustainable growth. Along the way, I've had the privilege of learning from exceptional mentors while building 16 companies of my own across 18 different industries. Those experiences have shaped not only my expertise, but also my philosophy: every business has untapped potential when the right strategy meets decisive execution. I don't believe in one-size-fits-all solutions. Every organization is unique, which is why I take a practical, hands-on approach to developing strategies that align with each client's vision, goals, and market opportunities. Whether working with startups, established companies, or business owners preparing for their next stage of growth, my focus is always the same—creating measurable results and long-term value. My expertise spans executive strategy, organizational design, technology integration, negotiations, sales, marketing, business planning, operational structure, business modeling, and software development. More importantly, I know how to connect these disciplines into a cohesive strategy that helps businesses operate smarter, grow faster, and compete with confidence. Success isn't built on ideas alone—it's built on execution, adaptability, and continuous learning. While I've spent a lifetime mastering the business disciplines that drive growth, I remain a student of innovation, always exploring new technologies, evolving markets, and better ways to solve complex business challenges. My passion for helping others led me to create a comprehensive business education platform dedicated to entrepreneurs, executives, and business owners. Every article, guide, and resource on the site has been written from firsthand experience, supported by hundreds of real-world questions and answers I've shared over the years. My goal is simple: to provide practical insights, proven strategies, and actionable knowledge that empower others to build stronger

businesses and more successful futures. Because when businesses grow, people thrive—and that's a legacy worth building.

Experience

EM Advisory Corp

25 years 7 months

President

June 2008 - Present (18 years 2 months)

Florida

Business isn't just my profession—it's been my passion and life's work for more than 50 years.

As a strategic business advisor, serial entrepreneur, and executive leader, I've built 16 companies across 18 industries, giving me the experience to recognize opportunities, solve complex challenges, and accelerate sustainable growth. Throughout my journey, I've been fortunate to learn from exceptional mentors, reinforcing a principle I believe wholeheartedly: every business has greater potential when the right strategy is paired with disciplined execution.

I don't offer generic solutions because no two businesses are alike. Every engagement begins with understanding your vision, your goals, and your market. From there, I develop practical, results-driven strategies that improve performance, increase profitability, and create long-term enterprise value.

My expertise includes executive strategy, organizational structure, technology integration, negotiations, sales, marketing, business planning, financial modeling, operations, and software development. More importantly, I know how to integrate these disciplines into a cohesive roadmap that helps businesses operate more efficiently, compete more effectively, and grow with confidence.

I believe success isn't measured by ideas alone—it's earned through execution, adaptability, and continuous learning. That's why I remain committed to staying ahead of emerging technologies, changing markets, and evolving business strategies.

To extend that commitment, I created a comprehensive business education platform for entrepreneurs, executives, and business owners. Every article,

guide, and resource is based on real-world experience and practical knowledge, including hundreds of business questions I've personally answered over the years.

My mission is simple: help business owners make smarter decisions, build stronger companies, and create lasting success.

Because great businesses don't happen by chance—they're built by design.

Business Executive & Personnel Coaching Services

January 2001 - Present (25 years 7 months)

South Florida & Across The Country, Europe, and Asia

Every achievement begins with a single thought.

Everything you become, everything you accomplish, and everything you aspire to create starts with the way you think. Your mindset shapes your decisions, your decisions shape your actions, and your actions ultimately define your future. Success isn't determined by circumstance—it's driven by perspective, purpose, and personal accountability.

The greatest investment you will ever make is in understanding yourself. When you discover who you are, why you think the way you do, and how to intentionally direct your thoughts, you unlock your greatest competitive advantage. Self-awareness becomes the foundation for confident leadership, better decision-making, stronger relationships, and lasting success.

Your thoughts influence your beliefs. Your beliefs influence your behavior. Your behavior determines your results.

As your self-awareness grows, so does your resilience, your confidence, and your ability to navigate both personal and professional challenges. You begin to see opportunities where others see obstacles and solutions where others see limitations.

Whether you're building a business, leading a team, or pursuing personal goals, sustainable success begins from within. The external results you're seeking are almost always a reflection of the internal mindset you've developed.

There will always be obstacles, changing markets, and unexpected challenges.

Those are constants. The one variable you can always control is how you think, how you respond, and how you choose to move forward.

Your greatest limitation is rarely your environment—it's the limits you place on yourself.

Master your mindset, and you'll discover that your greatest opportunities have been within you all along.

"THERE IS NOTHING EITHER GOOD OR BAD, BUT THINKING MAKES IT SO"

This is my favorite quote by W. Shakespeare.

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RevGens, LLC

Founder - CEO

January 2020 - Present (6 years 7 months)

United States

The RevGens Services Platform is an All-Inclusive, Seamless, Secured Single Source Service of proprietary Live Interactive Streaming Multi-Cam Systems. Featuring Real-Time Live Virtual Classrooms, Live Events, Multi-Cam Chat, a Real-Time SEO/Social Media Event Marketing Engine, Video Resale, and a Ticketing/Billing/Payout Process provided from its Individual Member's Digital Wallet System.

RevGens provides Individuals and Businesses/Non-Profit Organizations the opportunity to create their own profile and environment as Members to monetize their individual talents, skills, trades, hobbies, specialties, educational advancements, and expanded services to existing clientele immediately while being delivered from their own unique platform.

RevGens will be offered in English, Spanish, French, German, and additional languages as requested Live on any Desktop, Mobile device or Living Room, where there is a connection, screen and a camera. You will be in business securely through RevGens New Browser-Based Technology.

In the United States alone, over 30 Million American citizens are either unemployed, or massively under employed, not able to make enough money

to cover their monthly bills. All of these individuals and businesses have creative skills, talents, educations, even hobby's that could be Shared and Monetized if given the right tools to expand their own creativity!!

<https://www.revgens.com> -@RevGens

Natural Energy Development, Inc, (NEDI)

President

June 2006 - Present (20 years 2 months)

South FL

This company became, and still is the Managing General Partner of multiple Limited Partnerships which to date drilled and completed numerous Natural Gas wells and still retains their recoverable reserve assets.

Eppcott Energy, LLC

Managing Partner

June 2008 - June 2026 (18 years 1 month)

South FL and Texas

This boutique energy company has been involved in the sale and acquisition of mineral rights of both Oil and Natural Gas. Continuing endeavors with Eppcott includes consulting engagements with major oil and gas companies.

Shakespeare Cigar Company

President

June 2000 - June 2006 (6 years 1 month)

South Florida and Central America

I had the pleasure and the fun of building and running a cigar company with my Dad of Naples FL. We joined forces with the worlds best tobacco grower in Central America and produced the finest cigar, (via my Dad, and many others) actually thousands of others, who enjoyed there smoking experience as much as my Dad did.

Cyber Networks Inc. (CNI)

CEO and Chairman

June 1993 - June 2002 (9 years 1 month)

South FL, Denver CO, San Diego CA

In the early days of the Internet, I recognized that the future of business would be driven by the ability to find, organize, and deliver information more intelligently. Seeing that opportunity before it became mainstream, I founded Cyber Networks Inc. (CNI) to develop next-generation technologies focused on database contextual relevance and intelligent information retrieval.

In 1993, our team developed Cyber411.com, later rebranded as C4.com, featuring one of the industry's earliest meta-search technologies. By intelligently querying and aggregating results from 16 leading search engines—including Yahoo, Excite, and Infoseek—we created a more efficient way for users to discover relevant information across the rapidly expanding Internet.

As Founder, CEO, and Chairman, I led the company's strategic vision, technology development, and growth through one of the most transformative periods in the digital age. We were building innovative search solutions at a time when the Internet itself was still defining its future.

I remained at the helm until the end of 2002, when the company was successfully acquired and its assets integrated into separate organizations. The experience reinforced a principle that has guided my career ever since: the greatest opportunities belong to those who recognize change early, embrace innovation, and execute with purpose.

RSV-Perspective, Inc.

Founder & President

June 1991 - June 1993 (2 years 1 month)

Boston, MA

Recognizing the power of data-driven marketing and consumer engagement, I founded a direct response and product marketing company focused on building brands, driving sales, and delivering measurable results. As President, I led the company's strategic direction, business development, and growth, creating marketing campaigns designed to maximize customer acquisition and revenue.

Under my leadership, the company established a strong market presence, attracting the attention of a rapidly growing Boca Raton, Florida-based media organization specializing in national media buying and television infomercials. In 1993, the companies merged, creating new opportunities for expansion, and the business was ultimately acquired as part of the firm's continued growth strategy.

The experience reinforced my belief that successful companies are built by combining innovative marketing, strategic partnerships, and disciplined execution to create long-term enterprise value.

New England Education Associates, Inc.

Founder & President

June 1989 - June 1991 (2 years 1 month)

Boston, MA

I authored and published Financing an American Education, a comprehensive consumer resource promoted through both print publications and nationally distributed two-minute television infomercials. The program successfully educated families on navigating the financial challenges of higher education while creating new business opportunities for financial planners, accountants, and related professionals.

Beyond its consumer impact, the initiative opened an emerging market segment for the financial services industry—first throughout the Northeast and ultimately across the country. By combining educational content with strategic marketing, the program demonstrated how valuable information could drive both consumer engagement and professional growth, creating lasting value for multiple industries.

K-Star International

Executive Advisor

June 1987 - June 1989 (2 years 1 month)

Denver Metropolitan Area

I was engaged by a satellite communications manufacturer in Denver, Colorado, to lead a strategic initiative involving the evaluation, positioning, and successful disposition of the company's assets, including its patented technologies. Working closely with key stakeholders, I helped facilitate a transaction that maximized the value of the company's intellectual property and business assets while supporting the objectives of all parties involved.

The engagement reflected my ability to navigate complex business transitions, align strategic interests, and deliver results that create value through thoughtful planning, negotiation, and execution.

The Advancement of Prosthetic Services (T.A.P.S)

Executive Director

June 1985 - June 1989 (4 years 1 month)

Orange County, CA

I founded a nonprofit organization dedicated to advancing the understanding of human biomechanics, with a specific focus on the structure and function of the arm and hand. Over several years of research and development, this work

led to the creation of an innovative prosthetic design known as the Simplistic Hand, developed with the goal of improving quality of life for individuals requiring upper-limb prosthetics.

The project was honored with the Best Engineering Award in 1988, recognizing its originality and engineering contribution. Following its introduction, the Simplistic Hand and its core design concepts went on to influence ongoing advancements in prosthetic development, helping contribute to the broader evolution of more responsive and functional assistive technologies.

At its core, the work reinforced a guiding principle that continues to shape my approach to innovation: meaningful progress happens when engineering is driven by human need, not just technical possibility.

The Cookie King of Anaheim

Co-President

June 1985 - June 1986 (1 year 1 month)

Anaheim, CA

I co-founded and operated a fresh-baked cookie company alongside my mom, producing and bringing to market a handcrafted product built on quality, consistency, and care. Operating out of a small shared commercial bakery in Anaheim, California, we produced approximately 12,000 large, soft-baked cookies each production cycle.

We developed and trademarked the brand "Sun Nut Cookies", distributing them through boutique grocers throughout Orange County and extending into San Diego County. Our focus was on delivering a premium, fresh-baked experience while also solving a key challenge in the category—maintaining softness, flavor, and quality over time. Through a carefully developed baking and packaging approach, our cookies maintained their freshness and texture for up to three months on the shelf.

Beyond the business itself, the experience represented something far more meaningful. Building and operating the company with my mother reinforced lessons in craftsmanship, consistency, and shared purpose that extend well beyond product and sales. It remains one of the most personally rewarding chapters of my entrepreneurial journey.

JAS Enterprises

President

June 1983 - June 1985 (2 years 1 month)

Orange County, CA

I developed a series of toys and children's games designed to spark creativity, engagement, and problem-solving. While initially targeted toward children, market response revealed an unexpected insight—adults often found the products even more entertaining and challenging than anticipated, highlighting the broader appeal of thoughtful game design.

Among the creations were trademarked products such as "Personal Hang-Ups," a plush concept designed to be either displayed or used as a comfort object, and "HeartBroken," a patented puzzle-based design inspired by traditional Chinese brain teasers. Marketed under the concept "Simplicity is a Challenge," the product was structured so that children could often solve it intuitively, while adults frequently struggled with its deceptively simple logic—sometimes to the point of abandoning the attempt.

To support distribution and industry exposure, I traveled to toy buying shows across the United States, engaging directly with buyers, retailers, and distributors. In 1985, one of my puzzle concepts was recognized with the Best Puzzle Creation award in California, reinforcing the strength of innovative, cross-demographic product design.

This experience further solidified my belief that the most successful products often transcend their original market assumptions—and that true innovation lies in understanding how different audiences interact with the same idea.

Entrepreneurial Years of Growth and Experience

The Wearer of Many Caps

June 1978 - June 1982 (4 years 1 month)

From East Coast to West Coast, and back again!

I often refer to this period of my life as my Years of Growth and Experience—a time defined by exploration, hands-on learning, and immersion across a wide range of industries and business environments throughout the country.

During these years, I traveled extensively—moving from the Midwest down through the East Coast, across to the West via the South, back up through the North, and again through the central regions of the country. Each path exposed me to new markets, new people, and entirely different ways of doing business.

That experience led me into a diverse set of roles across multiple industries. I gained exposure to industrial paper manufacturing from production through end-use applications, the logistics and standards surrounding the importation of European “grey market” automobiles and their conversion processes in Texas, and the technical and operational aspects of propane and natural gas vehicle conversions. I also became familiar with the energy sector through drilling operations, production, and the leasing of underground resources. In parallel, I developed an understanding of the hospitality industry, including the structure, standards, and global positioning of high-end and preferred hotel brands.

Across all of these experiences, two consistent truths became unmistakably clear.

First, regardless of industry, the core structure of business remains fundamentally the same. Management systems, organizational design, and operational principles are remarkably consistent—the primary difference lies in terminology, not in function.

Second, every industry contains visible and hidden opportunities waiting to be recognized and developed. Value is often not created by reinventing the fundamentals, but by identifying what others overlook.

These insights became a turning point in how I approached business. I made a conscious decision to focus on discovering “what’s missing” within industries that interested me—and building solutions around those gaps.

Education

Principia Upper School

Life & Business Experiences, Still Experiencing All That Life Has To Offer · (1975 - 1977)

Rocky River High School

Graduate, Living a Youthful Life · (1973 - 1978)