

EXPERT BIO

SCOTT HENDERSON

THE GO-TO VOICE FOR HEALTH & MODERN MANHOOD

SCOTT HENDERSON UNDERSTANDS ALL TOO WELL THAT EDUCATING PEOPLE ABOUT HEALTH ISN'T ENOUGH – YOU HAVE TO SHOW THEM HOW TO MAKE WELLBEING AN INTEGRAL PART OF THEIR LIFESTYLE.

As the former editor and creative director of Men's Health magazine, and through his online men's wellness portal and Nova podcast, Live Life in Sneakers, Scott reaches a sizeable audience ranging from avid gym-goers through to everyday Aussies who want to look after themselves better but have no idea where to start.

Significantly, he has cultivated a solid following among men – a demographic which, broadly speaking, is lagging behind women in physical and mental health outcomes.

His background in marketing, brand strategy and creative direction has armed Scott with the strategic nous for targeting key audiences, while his health journalism experience has made him a dab hand at finessing high-impact messages.

As a regular health and men's lifestyle expert on Seven Network's Sunrise, and having contributed copy to nine.com.au, Vogue, Marie Claire, Who and Women's Health, Scott has established a reputation with Australians for trustworthiness.

His down-to-earth, sometimes humorous and always ahead-of-the-curve approach has endeared him to scores of readers and listeners hungry for motivation. Essentially, Scott's main appeal is that he's someone Aussies want to have a beer (or a green smoothie) with, to pick his brain about ways to live better, or just to shoot the breeze.

Whether it's running immersive events and creative campaigns with aspirational brands, directing photo shoots with fitness icons or interviewing inspirational sports figures, Scott thrives in fast-paced environments.

Having worked in the sports, health and fitness industries across the UK, USA and Spain, Scott has both the technical skills and the creative imagination to produce content that cuts through the noise, satisfies audience desire and reflects our constantly changing world.

Scott also recently released his first book, The Manual – a contemporary blueprint for modern manhood centred around life, health and happiness, and is in the early stages of writing his second book.

Scott is available for media and PR opportunities, corporate hosting and speaking, and brand partnerships.



For more, contact hello@thelifestylesuite.com

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