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Scott Lehr has been with the International Franchise Association since 1990, where he has held a number of positions related to membership, marketing, advertising and international.

Currently as Vice President of U. S. and International Development, he is responsible for the recruitment and retention of franchisor, franchisee and supplier members of the IFA, overseeing the advertising/internet and the international affairs area of the IFA.

Scott previously held the position of Director of Marketing and Advertising with IFA where he was responsible for the management of all advertising sales and the publishing of *IFA's Franchise Opportunities Guide*, *Franchising World* magazine and [www.franchise.org](http://www.franchise.org), IFA's website.

Prior to the IFA, Scott held a number of positions in publishing, specializing in advertising and subscription development.

Scott holds a Bachelors of Science Degree in Business Administration with a specialization in Marketing from Towson State University in Towson, Maryland and is a member of American Marketing Association, American Society of Association Executives and the Washington DC Advertising Club. He is a Certified Association Executive (CAE) and graduated from the United States Chamber of Commerce's Institute of Organizational Management (IOM).