



**SCOTT MONTY &
BOB THIBODEAU
HEAD OF SOCIAL MEDIA
FORD MOTOR CO.
AND OWNER OF
FAMILY DEALERSHIP
DETROIT**

Although a smokestack company like Ford is not where you would expect to find a nimble response to crisis, Scott Monty (left) moved the company toward openness and transparency. His goal was to start conversations with anyone who cared to speak to Ford. The Fiesta Movement on Twitter required that Ford actually allow people to talk about the car in a way that was “unedited, uncensored, unscripted,” said Monty. New products and not taking Government bailout money have also helped lift sales at Robert Thibodeau’s dealership.