

AN NC CHAMBER EVENT

# NC Business Playbook

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NC Chamber

**Scott Cohn**  
Special Correspondent, CNBC

Scott Cohn develops in-depth features and special reports for CNBC and CNBC.com, including the influential annual series “America’s Top States for Business,” which he created in 2007. He also covers breaking news for CNBC and NBC News.

A sought-after public speaker and the owner of a Northern California-based production company, Cohn serves as a consultant to national media organizations. . He has previously served as a contributor to the popular public radio program “Marketplace,” and as a senior producer and special correspondent for the true financial crime series “American Greed.”



Cohn assumed his current role after more than 25 years as a CNBC reporter. He helped launch CNBC in 1989, eventually rising to Senior Correspondent. He established the CNBC Chicago bureau as well as the network’s investigative unit. Along the way, he reported on many of the most important business and financial stories in CNBC’s first quarter century. They include the Enron and WorldCom scandals, the technology bubble, the 2008 financial crisis, and the human and economic devastation of Hurricane Katrina. He has traveled to all 50 states, reported from more than a dozen countries, and interviewed the famous and infamous, from Warren Buffett to Bernie Madoff.

Cohn is a three-time national Emmy nominee—all for investigative reporting—as well as a two-time CableACE nominee.

He has reported some of CNBC’s most acclaimed documentaries, including “Billions Behind Bars: Inside America’s Prison Industry,” which received a 2012 Edward R. Murrow Award from the Radio Television Digital News Association (RTDNA). His groundbreaking documentary, “Remington Under Fire: A CNBC Investigation,” received a 2011 Gerald Loeb Award—the highest honor in business journalism—as well as top honors from IRE, the national organization of Investigative Reporters and Editors. The program helped lead America’s oldest gun manufacturer to agree to replace millions of allegedly defective triggers on its most popular rifle.

Before joining CNBC, Cohn was an anchor and reporter for ABC affiliate WZZM in Grand Rapids, Mich. He has also worked as an anchor and reporter for NBC affiliate WEAU in Eau Claire, Wis., and for Wisconsin Public Radio and Television. A native of Chicago, Cohn holds a degree in journalism from the University of Wisconsin, where he currently serves on the Board of Visitors for the School of Journalism. He was also a founding board member of the Center for Journalism Ethics. In 2005, the University honored him with its annual award for Distinguished Service to Journalism.

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