

Fractional Executives to Accelerate Growth

Chief Outsiders



Battle-Tested

Marketing & Sales Executives

that CEOs and investors
need to drive growth

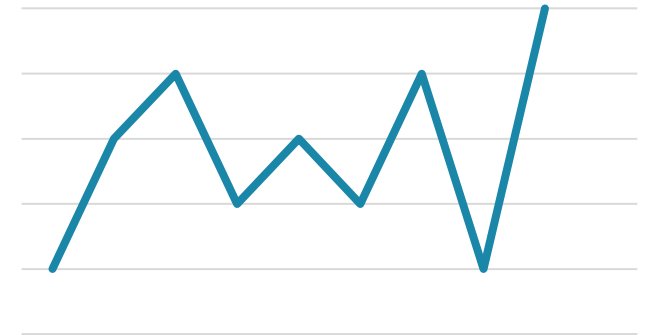


About Chief Outsiders

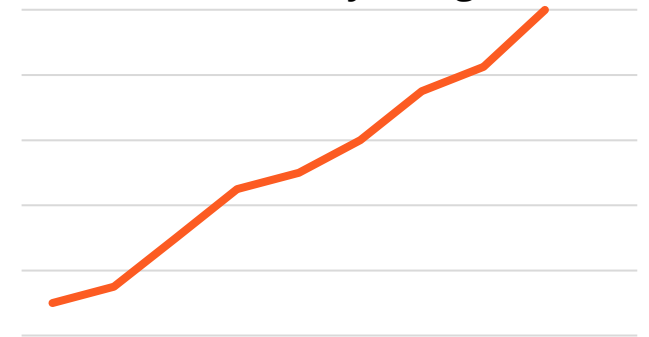
Building Engines of Growth

- Driving **top and bottom-line growth** at scale
- **120+ experienced marketing and sales executives** available on a fractional, program-specific or special project basis
- **An on-demand resource** able to engage quickly to generate returns, **professionalize and scale** operations, and disengage without a long-term burden on the organization
- Talent and experience with a **fresh and unbiased** perspective not typically available to midmarket businesses
- Experienced in meeting the **needs of all stakeholders** including management, investors, employees, and others

Revenue by Chance



Revenue by Design



Our Approach



INSIGHTS	STRATEGY		EXECUTION	
Market	Company	Product	Marketing	Sales
Market Assessment & Opportunity Analysis	Market Alignment Strategy	Product Branding	Organization Audit, Planning & Development	Sales Audit & Process
SWOT & Gap Analysis	Brand Assessment	Product Planning	Marketing Mix Optimization	Funnel Conversion Analysis, Metrics & Reporting
Customer Experience	Value Proposition	Product Positioning	Digital Marketing & Social Media	Partner & Channel Strategy
Profitability Analysis	Positioning & Messaging	Packaging & Delivery	Technology Systems & Process	Demand/Lead Generation
Sales & Marketing Alignment	Positioning & Messaging	Pricing	Key Account Strategies	Sales Ops & Compensation
Competitive Analysis	Market Segmentation	Product Launch Planning	Communications & PR	Sales Enablement
Company Perspective	Go-To-Market Strategy	Innovation Process	Marketing Metrics, Reporting & ROI	Marketing & Sales Alignment

Featured **Services**



Positioning

We elevate and differentiate your brand.



Demand Generation

We create marketing and sales demand-gen frameworks for scalable pipeline generation.



Sales Process

We increase sales velocity with the right methodology for your team and CRM.



Digital Growth

We assess and implement paid, organic, social, and targeted account strategies.



Ecommerce

We help you design and implement best-in-class online shopping experiences.



Team Development

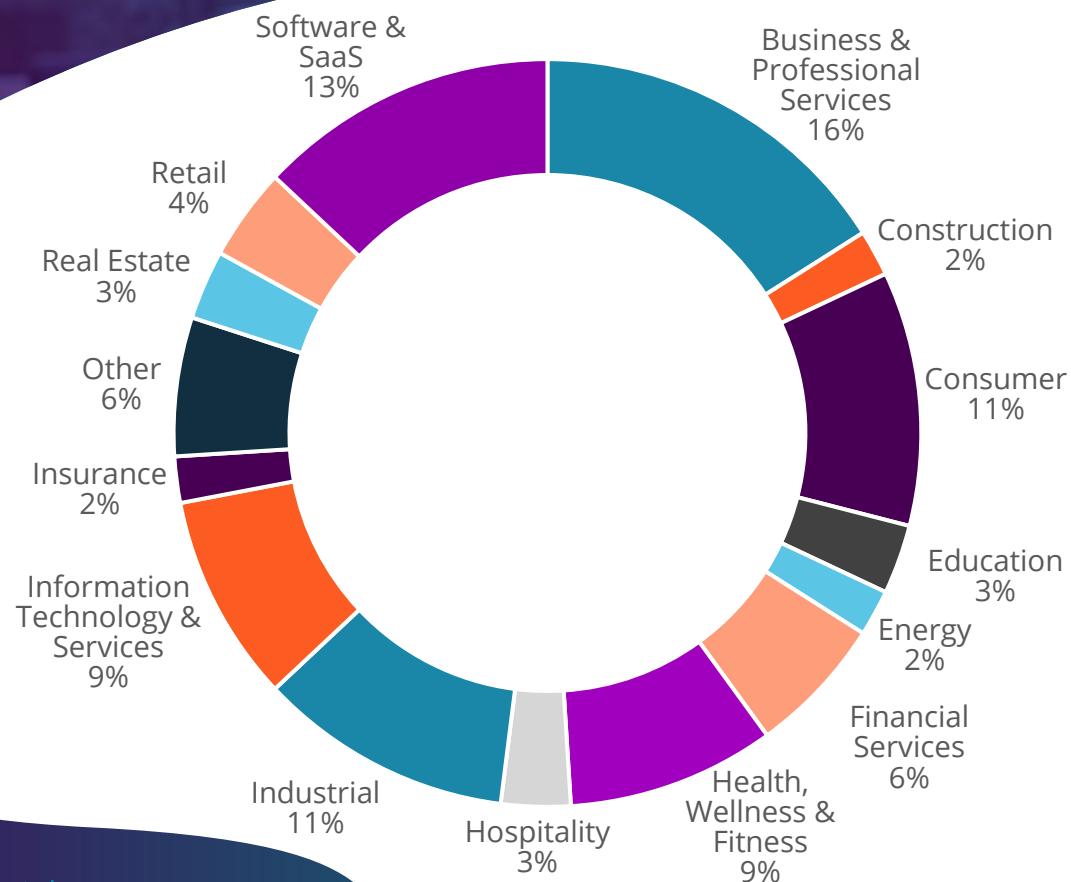
We hire and develop high-performance marketing and sales teams to power growth.

The Chief Outsiders **Advantage**

- We are **operating executives** with sector-specific experience, not career consultants
- We take an **“assess, fix, and build”** approach to develop a strategy, build a plan, and make it happen in-market
- We are **driven by market insights**, customer needs, and company capabilities
- We **stop “random acts”** and develop a focused, actionable, measurable, and sustainable platform to drive revenue growth
- We **understand** financial and operational implications and the **needs of the business**
- We work together to share knowledge, critique thinking, minimize risks, and maximize impacts – what we call **“Tribal Power”**



Our Credentials



PROVEN

We have a 13-year history and have served over **1,550+ client companies**

RECOMMENDED

Our Net Promoter Score is **3x** the industry average for B2B consulting companies

EXPERIENCED

We have worked with more than **220 PE firms** and **300+ portfolio** companies

RECOGNIZED

INC 5000 (9-years) and **2019 Forbes Small Giant** (best small companies)

Our CMOs and CSOs



Instant Talent

Tap the skills of a top marketing and sales executive quarterback without the long-term commitment



Tribal Power

When you hire one Chief Outsider, you gain insight from our entire Tribe of marketing and sales professionals



Deep Expertise

Bring strategic insight and execution to the disciplines of marketing and sales that matter most

“We have had a great experience with Chief Outsiders, they helped one of our portfolio companies enter a new business segment, we are looking to bring them on again for another of our companies.”

– PE Managing Partner, Goldner Hawn

“Chief Outsiders has done **outstanding work creating a marketing plan** that we are about a year into, and I'm really seeing great results. I'd highly recommend Chief Outsiders to any of your portfolio companies trying to build an executable plan that grows the top and middle of the sales funnel.”

– George Dunham, CEO, epaCUBE

How to accelerate growth and
outperform the market?

Be Ready
Choose Chief Outsiders



Adriana Lynch
Area Managing Partner & CMO



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ChiefOutsiders™

Fractional Executives to Accelerate Growth

Thank You!