



Outsourcing
the **Chief
Marketing
Officer** Role
for Growth
and Mid-Size
Companies

CHIEF OUTSIDERS

Chief Marketing Outsider:

A part-time executive addition to the CEO's staff to oversee marketing, strategy, and implementation, who is paid based on business results.



Every mid-size or growth company could benefit from a senior level Chief Marketing Officer but not every company can afford one or needs one full-time.

The Solution: The Chief Marketing Outsider

We believe the CEO should be the #1 marketing visionary for the company. Our CMO's job is to translate the CEO's vision and value proposition into an insightful, actionable, and measureable marketing plan. Our CMOs bring a market-focused perspective as well as the skills and experience to discuss and debate the business and financial implications of marketing and growth strategies. We drive visionary implementation of marketing programs. Our CMOs deliver strategic implementation of the plan by providing direction and guidance to agencies and internal marketing people. We

incorporate and align the entire organization with the company's market focus.

Lower Risk

Our compensation is based on delivering business results. Our CMOs are all experienced senior marketing executives who come equipped with tools proven in multiple industries. We also provide every CMO with Chief Outsider corporate oversight by our principal executive team.

An Ongoing Team Member

We are a part-time member of the management team providing an outside, market-based perspective. We coordinate cross departmental implementation and integration of marketing efforts. We are business executives, not an advertising agency. Our CMOs have been VPs of Marketing at operating companies or entrepreneurs who have grown businesses.

“ Chief Outsiders helped us figure out that our strategy was misaligned with our execution. As an outsider looking in, they were able to gather key insights into our company. Their work wasn't just talk and brainstorming. They helped us put together a solid action plan.”

— STEVEN SHANG
Founder and CEO, Falcon Storage

CHIEF MARKETING OUTSIDER

Your #2 Marketing

We add the expertise to articulate your vision into a marketing strategy and then lead the implementation of your strategy

Ongoing, Part-Time Executive

We provide an experienced marketing executive focused on your business, for a fraction of the cost of hiring a CMO

Pay For Business Performance

We deliver specific business results by delivering insightful, actionable and measurable marketing plans

Hi-Level Resource With Lower Risk

Our structure, tools, oversight, and peer review process helps lower the risk of bringing in a senior marketing executive

“ I hired Art Saxby (Co-Founder of Chief Outsiders) as a consultant to work on one of our company’s most important strategic projects. I found him to have a unique skill set including consumer market research, financial data analysis and effective communication. He delivered on his promises and was an effective communicator at all levels of the organization. I highly recommend their work regarding strategy, change management, leadership and consumer products expertise.”

– ROB FERGUSON
Former President & CEO, Hines Horticulture

Our CMOs
are executive
level business
operators with
strong marketing
experience in
multiple industries.

Chief Outsiders provides companies with CMOs who have proven success growing billion-dollar businesses and originating ideas that have grown into multi-million dollar businesses. We outsource professional marketing executives to oversee marketing strategy and the actual implementation plans. Each member of our team is individually selected, highly accomplished, and highly skilled. A Chief Marketing Outsider is an ongoing, part-time addition to the CEO's staff whose role is to solve real growth problems quickly and effectively. We are passionate about helping companies accelerate growth and achieve their goals. We believe that strong marketing leadership can be your company's greatest competitive advantage.

Great marketing vision and execution gives you the ability to exploit new opportunities, create value, and generate exceptional growth.

We've helped companies just like yours increase revenue, reduce costs from lack of focus, grow existing markets, and enter new products or markets. Each client that has worked with us has produced significant internal alignment that resulted in measureable growth.

“ Kirk Coburn (Co-Founder of Chief Outsiders) presented the concept of a 24 hour PGA TOUR Network golf channel to XM in 2004. During my eight-year tenure at XM it was one of the most thorough and strategic channel pitches. Kirk and his team provided a high quality channel launch and continued to deliver top notch content through 2007. He is a smart entrepreneur who has the vision to know what's next and skills to implement a plan that will deliver results.”

— KEVIN STRALEY, SVP of Programming, XM Satellite Radio

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Outside U.S. call 1-512-694-0495

