

Growth MATRIX

Chief Outsiders are experienced C-level business executives.



Our CMOs work as a part-time member of your company's executive management team, they also are available for strategic projects and coaching services. What kind of CMO do you need to grow?.

OUTSOURCED CMO

- **Part-time, Executive Addition to Management Team** – Your Chief Outsider becomes a part-time executive addition to your staff, bringing a market-based perspective to crystalize strategy and manage implementation to drive growth. (Our Most Popular Offering)
- **Full-time, Interim Executive** – Need a pinch hitter while your marketing executive is out? Or perhaps you simply need a more concerted, full-time resource to lead your marketing strategy.
- **Strategic Project Support** – For extra executive bandwidth or to pass off an entire strategic project, Chief Outsiders is ready to help. Your CMO will drive the strategy and make sure your project delivers results on time.

ADVISORY CMO

- **Coaching Services for Marketing Development** – Looking to maximize the impact of your limited marketing resources? Chief Outsiders offers an experienced C-level executive coach to mentor your company's marketing leader and make big things happen.



Opportunities for improving growth can be thought of as a set of gears that work together.

- **Advisory Services for CEO Support** – For business leaders who want to personally develop their market-orientation and marketing effectiveness, Chief Outsiders offers this cost-effective advisory service for CEOs.
- **Marketing Audits** – Perhaps you'd simply like an objective opinion about your current marketing department, your processes and initiatives. A marketing audit will produce clarity and actionable insights in a short timeframe, at a reasonable cost.

Rent exactly the executive resource you need to bolster your strategic growth and market opportunities:

- **Instant On** – Why hire a VP of Marketing, when you can rent one, fast. No recruiting delays, head hunters, interviews or relocations.
- **Convenience** – Select from a roster of C-level experience and talent. No lifetime consultants here.
- **Cost-Effective** – You only tap the amount of a CMO you need
- **Always Current** – We’re continuously sharpening our skills sets, which is no small challenge in this digital marketing era
- **Backed Up** – Each CMO has an entire team of executives supporting them through collaborative peer reviews, reducing risk while improving results

WHAT MIGHT YOUR CHIEF OUTSIDERS CMO DO FOR YOU?

Insights		Strategy		Execution	
Market	Company	Product	Marketing	Pipeline	
Market Assessment	Market Alignment Strategy	Product Branding	Marketing Org Audit & Planning	Marketing Automation	
Company Perspective	Brand Assessment	Product Planning	Marketing Mix Optimization	Funnel/Conversion Analysis	
Competitive Analysis	Company & Portfolio Brand	Product Positioning	Communications & PR	Demand/Lead Generation	
Customer Experience	Positioning & Messaging	Packaging & Delivery	Digital Marketing & Social Media	Sales Audit & Process	
Market Sizing	Market Segmentation	Product Pricing	Systems and Processes	Marketing & Sales Alignment	
Segment Analysis	Value Proposition	Launch Planning	Marketing Metrics and ROI	Sales Enablement	
SWOT Analysis	Go-To-Market Strategy	Innovation Process	Customer Loyalty	Channel Strategy	

Contact Chief Outsiders at:
www.chiefoutsiders.com
 1-855-777-2443 (CHIEF)

