



Ken Murray

CMO

About Ken

A hands-on marketing and digital leader, Ken combines deep knowledge and 20+ years of experience in digital, analytics and insights, marketing automation, and brand management to drive explosive growth. His P&L leadership in North America and Europe informs market strategies and customer experiences that drive profitable growth. He builds enterprise value by creating new channels, discovering new segments, driving out-of-the box creative, and streamlining processes. Ken also builds world-class marketing and digital teams, with “alumni” serving in leadership positions at Hulu, Vanguard, Starbucks, and Google.

How Ken has Helped Businesses Grow

- Increased customer retention over 400 basis points in less than one year at Jewelers Mutual. Drove 10%+ new business growth in each of the first two years.
- Increased measured brand awareness by 44% in one year at Jewelers Mutual, via brand elevation program driven by deep insights, new creative, positioning and audience targeting strategies.
- Increased direct channels' share of new business from 25% to 40% in first six months at BFS Capital, a leading small business lender.
- Increased digital Net Promoter Score by over 60 points in one year focusing on customer pain points and website and mobile functionality at Farmers Insurance, leading to a significant increase in customer retention.
- Improved 21st.com website quote conversion by 44% and reduced customer acquisition cost by 32%.
- Grew revenue over 100% in two years at J.G. Wentworth, slashed inbound lead cost by 64% and more than doubled inbound call volume and qualified web leads.
- Increased annual revenue by \$100 million+ at MBNA. Drove 1,000% increase in online “cash” (balance transfer) to \$1.5 billion, in two years.
- Built and launched MBNA Europe’s e-commerce business, generating 400,000 new clients in two years while becoming the company’s largest channel.

Executive Marketing Experience

- VP Marketing, Digital and Customer Experience, Jewelers Mutual Insurance Group
- CMO, BFS Capital
- Head of Digital Products, Farmers Insurance
- Head of Digital, 21st Century Insurance (Farmers Insurance direct business)
- Managing Partner, 20:10 Group, LLC
- CMO, J.G. Wentworth (877-CASH-NOW)
- SVP, Research & Development, MBNA
- Head of e-Commerce, MBNA Europe

Expertise

Industry Experience

- Technology
- Insurance
- Financial Services
- Consumer
- e-commerce

Specialties

- Market Penetration & Growth
- Go-to-Market Strategy
- Digital Marketing Strategy/Execution
- Brand Strategy/Elevation
- Revenue and Profit Modeling

Education

- MBA, University of Florida
- Bachelors, University of Delaware

Contact Information

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