

# Build Your Engines for Growth: Fractional CMOs for Private Equity

*At Chief Outsiders, we build engines for growth that help you achieve better operating rhythm in revenue generation. With sixty+ CMO assets available on a fractional, program-specific or special project basis, we bring you:*

## Instant **talent**

**Send in a culture-savvy quarterback who knows the space and hits the ground running – in days**

With Chief Outsiders, an arsenal of great leadership talent stands ready. We can be onsite, engaged and productive within days. We can help you:

- **Fill leadership gaps** as you conduct a search
- Put the right **systems, levers, processes** and **measures** in place
- Build a marketing engine that drives **accountable results**

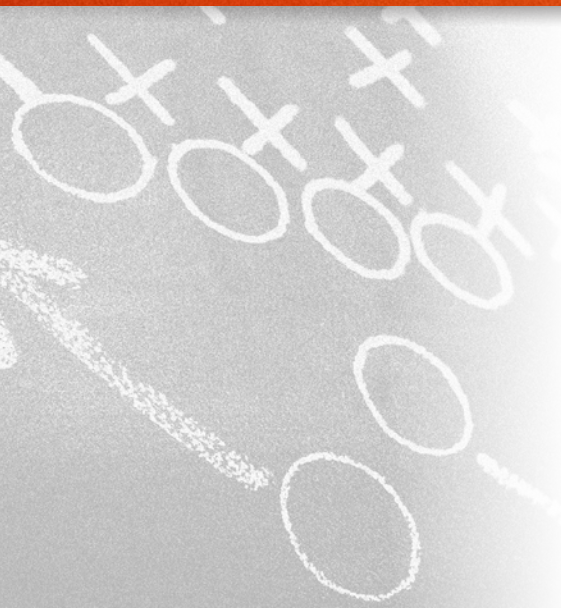


## Rich **playbook**

**Run high-yield growth plays – by industry, specialty or deal stage – in a matter of months**

With Chief Outsiders, our seniority and our tenure set us apart. We've been in the trenches, planning, doing, measuring and learning – the hard way. We bring hard-won knowledge – by industry, marketing specialty, and investment stage – right to the table. We can help you:

- **Tap deep industry expertise** to avoid mistakes
- Identify the areas of **highest growth** impact
- Add **bandwidth** when and where it's needed most



# Tribal power



## Use the best marketing minds to change your growth trajectory – for years to come

With Chief Outsiders, you get the benefits of a strategic leader and more – you get the power of an entire tribe. We work together to share knowledge, critique thinking, minimize risks and maximize impacts. We know of no other resource like it on the planet. We can help you:

- Uncover new strategies and solve **tough marketing problems**
- Apply the **best ideas**, within or beyond your industry
- **Flex in, up and out** with a resource you can use as needed

## Our Private Equity credentials

- Experience serving **two dozen+** private equity firms
- Work with businesses in **60+** industries
- Experts in **24+** marketing specialties
- Experience in all **4 deal stages**
- Work with management teams in **600+** businesses
- **5 Managing Partners** who work directly with you
- **60+ CMO leaders** to serve your portfolio companies



## Meet a managing partner

Explore what Chief Outsiders is already doing with other PE firms, the specific needs of your portfolio companies, how we might fit into your toolkit, and how we can help you. We encourage you to contact the managing partner in your region.

### **West: Karen Hayward**

KHayward@ChiefOutsiders.com, 650.823.4292

### **Midwest: David Vroom**

DVroom@ChiefOutsiders.com, 920.918.0881

### **Southwest: Clay Spitz**

CSpitz@ChiefOutsiders.com, 832.444.7318

### **Northeast: Slade Kobran**

SKobran@ChiefOutsiders.com, 201.675.9157

### **Southeast: Tom McCrary**

TMcCrary@ChiefOutsiders.com, 214.931.9525

Ask us about our Chief Outsiders GoToMarket Assessment™ for Private Equity – for one or multiple portfolio companies – or a CMO consultation with your deal team, operating partner, or portfolio company.



# Chief Outsiders

Fractional CMOs for Accelerating Growth