

Barbara M. Fowler

Specialties

- Sales and marketing synchronization
- Global business strategies for such diverse international markets as Poland, Argentina, Japan, South Korea, Taiwan, Brazil, Mexico and Italy
- Family business turnaround techniques

Where Barbara Can Help Your Business

- Re-energizing and modernizing your company's sales and marketing strategies
- Developing employee and customer engagement plans that generate increased revenue and loyalty
- Increasing your revenue stream through a detailed understanding of your clients and prospects' dominant buying motives (DBO)
- Establishing team-based best practices

Success Stories

- Overcame revenue loss due to political and economic crisis in international market, resulting in a successful company turnaround
- Launched financial service companies in Europe and South America
- Improved cross-cultural management skills at a global insurance company, increasing both revenue and retention
- Developed employee volunteer culture, resulting in increased engagement and sales



Executive Marketing Positions

Vice President, International Insurance, Prudential International Insurance

Vice President, Chief Marketing Officer and Senior Advisor, Pramerica Poland

Vice President, Chief Marketing Officer, Prudential Seguros, Argentina

Vice President, Field Training and Development, International Insurance

Education

JD, law degree from Wake Forest School of Law

Masters in Taxation from New York University School of Law

BA, Business Administration from Wittenberg University

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Barbara Fowler Biography

Barbara Fowler is a global leader in the financial services industry whose expertise in developing sales and marketing organizations and delivering on targets have achieved award-winning results in the U.S. and such diverse international markets as Poland, Argentina, Japan, South Korea, Taiwan, Brazil, Mexico and Italy.

Fowler's impressive portfolio includes developing marketing strategies, analyzing sales force analytics, coaching senior leadership teams, reengineering compensations systems and creating cutting-edge financial products. She has held a variety of challenging positions both in the home office and field, effectively leading culturally diverse organizations and writing and implementing training programs for CMOs worldwide. Instrumental in developing compliance solutions that meshed with marketing goals, Fowler was accountable for recruiting and training high-performance teams of agency and sales managers to deliver on tall-order revenue targets.

As VP of International Insurance, she authored training manuals for agents, managers and CMOs on target marketing, prospecting, recruiting, supervising, coaching and needs-based sales; and increased international revenue, which accounted for more than 40 percent of Prudential's profits.

At Prudential's existing operation in Poland, Fowler's strategies as VP, CMO/Senior Advisor also led extraordinary results. Accountable for recruiting, retention and sales results for 13 agencies nationwide, she led 200+ field associates as well as home office marketing functions. She created and introduced new products and reducing the field compensation expenses for new associates while improving their retention.

Thanks to her "on-the-ground" strategies as CMO of Prudential's start-up operation based in Buenos Aires, the company exceeded objectives by 25 percent and survived and prospered after Argentina's financial crisis of 2001-03, while most competitors left the country. Her operations received recognition as the "Best Start-Up," meeting or exceeding key objectives and earning significant awards as one of Argentina's most admired companies.

Fowler, based near New York City, is passionately committed to talent management and associate/employee engagement and is recognized for her strengths in product development, expense management, operations, compensation, compliance and marketing support. A frequent speaker and writer on topics such as leadership, cultural diversity and developing an environment of success, Fowler earned her Bachelor of Arts Degree in Business Administration from Wittenberg University in Ohio, her law degree from Wake Forest School of Law in North Carolina and her Master's Degree in Taxation from New York University School of Law in New York.

