

# Clay Spitz

## Specialties

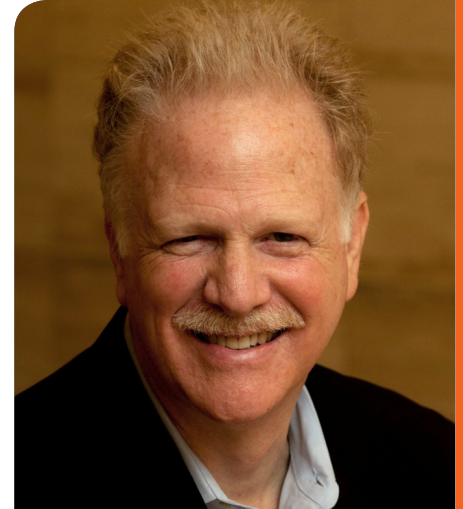
- Developing and leading cost-efficient growth initiatives for service companies
- B2C and B2B demand generation
- Product design, advertising and marketing across multiple media channels
- Customer satisfaction and retention initiatives
- Marketing and management of national sales teams

## Where Clay Can Help Your Business

- Driving demand generation programs with a keen focus on cost per lead and cost per sale
- Helping your retail, consumer or business services company optimize its strategic business development, partnership development, and national sales
- Ensuring that your marketing programs and strategies achieve measurable results

## Success Stories

- Achieved triple-digit Internet lead increases, doubled conversion rates, and reduced overall cost per lead for Olshan Foundation Solutions
- Played an integral role in product design, advertising and marketing and management of national sales teams for TeleCheck
- Reduced customer cancellations by 30%, added over \$20 million in annual revenue and initiated a 45% turnaround in commercial account sales for Terminix International



### Executive Marketing Positions

Vice President of Marketing,  
Terminix International

Vice President – Vertical  
Markets, TeleCheck

Vice President of Marketing  
and Advertising – Cable Lock  
(Olshan Foundation Solutions)

### Education

Clay holds a Bachelor of  
Science in Speech and  
Communication from  
Northwestern University,  
Evanston, IL

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# Clay Spitz Biography

Clay Spitz is a sales and marketing executive who thinks like an owner, and for good reason -- he has considerable experience as a business owner as well as a marketing executive, working on a broad scale ranging from small-to-midsize privately held companies to Fortune 1,000 corporations.

Spitz is known as a master of measurement, with specific expertise in developing and leading cost efficient growth initiatives for service companies. He often refers to his CMO title as Chief Metrics Officer. He is an expert at driving demand generation programs with a keen focus on cost per lead and cost per sale in accordance with his strong belief that marketing must deliver measurable results.

As Vice President of Marketing and Advertising for Cable Lock, the parent company of Olshan Foundation Solutions - the country's largest foundation repair contractor, Spitz was responsible for lead generation, branding and all marketing communication. He created an online marketing strategy that resulted in triple digit Internet lead increases, doubled conversion rates; and reduced overall cost per lead.

Prior to his position at Cable Lock, Spitz served as Vice President of Vertical Markets and E-Commerce for TeleCheck, the nation-wide leader in Check Guarantee and Verification services. During his seven year tenure Spitz was responsible for strategic business development, partnership development, and national sales of TeleCheck's services to the Grocery, Banking, Casino Gaming, and Internet Payments vertical markets. He was an integral part of product design, advertising and marketing and management of national sales teams

Spitz came to TeleCheck after a successful run as Vice President of Marketing for Terminix International, the world's largest pest control company. In this position he achieved double-digit lead increases for the company, directing its national TV, radio, print and direct marketing campaigns, refining the existing media mix, schedules and advertising messaging. Spitz's passion for high service quality and customer experience led him to reduce customer cancellations by 30% by developing a "Customers for Life" customer satisfaction and retention program. This initiative added over \$20 million in annual revenue and vastly improved customer satisfaction ratings. He reorganized and re-branded Terminix's commercial division which led to a 45% turnaround in commercial account sales.

Spitz credits his early first-hand business experience to his solid grounding in marketing and retail strategies and implementation. He grew up working in and running a family business that became part of a roll-up and was eventually absorbed into Terminix International. Acquiring and integrating companies into the roll-up formed another highly valuable aspect of Spitz's skill set. The extraordinary opportunity to gain experience in a successful family business and then expand his perspective into executive marketing positions at fortune 1,000 companies had proven invaluable in Clay's ability to combine "big picture" vision and strategies with solid, sensible, cost-effective implementation.

Spitz holds a BS degree in Speech and Communication from Northwestern University.

