

Karen Hayward

Specialties

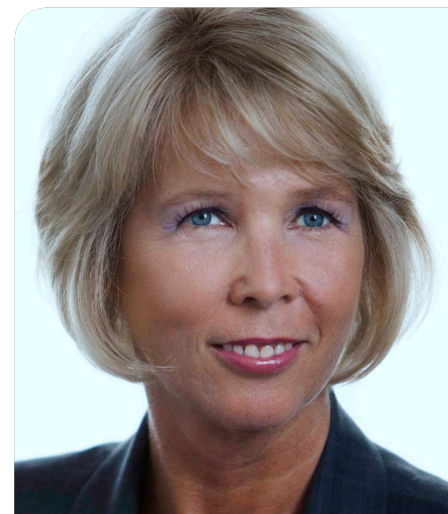
- Building customer-focused, market-driven marketing teams
- Sales and marketing alignment for revenue acceleration
- Increasing lead generation effectiveness
- Sales enablement: bridging “go to market” strategies and execution
- Market and product positioning

Where Karen can help your company

- Optimize and incorporate best practices to ensure go-to-market strategies support the business model, channel and your customers and prospects
- Create a compelling distinctiveness and awareness of your business and offerings
- Position your company as a thought leader
- Improve lead generation processes to ensure a qualified pipeline of opportunities
- Establish strategic alliances to increase market presence and penetration
- Unpredictable revenue and lengthening sales cycles

Success Stories

- Initiated and drove an internal re-architecture of technology services business to meet market requirements, after engaging third-party primary market research firm to quantify market size and opportunity for emerging (2003) cloud-based infrastructure customer service requirements. Resulted in 35% annual compounded revenue growth for following 5 years
- Redesigned CenterBeam’s go-to-market strategy to incorporate several industry-first changes, including 30 day contract, no minimums, flexibility to scale every 30 days.
- Led major public relations initiative that re-established CenterBeam with press and analyst community. In following 12 months, engaged top-level analyst coverage and company was featured in more than 80 industry articles. Established company CTO as industry expert by securing 20 thought leadership articles, including a six part blog series and a series of 6 articles in two major industry trade outlets
- Initiated Accelio Corporation’s industry-marketing program and managed professionals with global responsibility for financial services, government and manufacturing sectors. Successes included Charles Schwab, CIBC, Agilent, State of New Jersey, JP Morgan and a sole source agreement with the Government of Illinois, among others.
- Developed Xerox Canada’s marketing programs to reposition company as a Technology leader in collaboration with CIO Canada that were later adopted the Xerox companies in US and Latin America.



Executive Marketing Positions

VP, Marketing SMB & Sales Enablement – EarthLink Business

Executive VP, CMO & CSO – CenterBeam (acquired)

Senior VP, Solutions & Global Industry Alliances – Accelio (acquired)

VP, Sales – BeyondWork

VP, Marketing – Xerox Canada

VP & GM, Financial Services – Xerox Canada

Dir., Marketing, Production Systems Group – Xerox Canada

Contact Information

Karen Hayward
Phone: 650.823.4292
khayward@chiefoutsiders.com
www.chiefoutsiders.com

Karen Hayward Biography

Karen Hayward is a results-oriented marketing, sales and operations executive with a proven track record for building and executing strategic programs that accelerate revenue. During her career with multiple organizations, public and private, international and national, large and small, Karen has lived the hard reality of the marketing battlefield.

Key to her success is an innate ability to drive alignment between an organization's sales and marketing functions, to deliver breakthrough revenue. She is passionate about the need to follow the voice of the customer and is able to operationalize customer insights to effect product positioning, sales enablement and lead generation programs. Karen is a pioneer in the cloud computing industry, having worked with SaaS companies since re-locating to the US in 2000.

Karen joins Chief Outsiders from EarthLink where, after completing the integration of their acquisition of CenterBeam, she developed marketing and sales enablement programs for the SMB segment. Prior to EarthLink, Karen spent a decade at CenterBeam, where she worked with the leadership team to completely re-architect the services offering and go-to-market strategy, building a \$20M annuity business that was subsequently sold to EarthLink. Prior to joining CenterBeam, Karen served Accelio Corporation as their SVP of Industry Marketing and Alliances, delivering revenue and profit growth by revamping sales operations, professional services and global go-to-market alliance program. Karen's early career set the stage for her later successes; while at Xerox Canada Ltd., she held a variety of corporate marketing, and sales leadership positions, developing and leading the company's first industry focused go-to-market effort as VP and General Manager for the Financial Services sector, delivering 31% year over year new business growth and best unit performance for customer satisfaction (94%). From 1995 to 1998 she held VP of Marketing, and Director of Product Marketing roles within Xerox Canada.

Karen's industry marketing awards include a DemandGen Top 10 Award for *Using Sales and Marketing Automation to Fuel Corporate Growth* (2008 - CenterBeam) and a Stevie Finalist recognition for "Best Marketing Department" from the American Business Awards. In 2004, Karen was named a "Selling All-Star" by *Selling* (a monthly publication of *Institutional Investor*). She has also been a featured speaker at Interop 2007, On24 Webcast on Lead Farming, and a guest lecturer at USC East Bay.

In 2010, Karen was recognized by CRN as one of the *Power 100: The Most Powerful Women of the Channel* for driving top-line revenue growth and revving up CenterBeam's social media program.

Trained in total quality management, solutions selling, leading complex organizations, mastering interpersonal and situational leadership, Karen is committed to adding value in helping her clients deliver an utmost compelling Customer Experience.

Karen delivers her work on a solid foundation of Seven core values : Customer First, Integrity, Ownership, Teamwork, Passion, Speed and Fun; which she has personally witnessed drives an incredible customer focused culture.

Karen holds a Bachelor of Commerce degree from Concordia University in Montreal, Quebec, Canada.

