

Mary Doizé

Specialties

- Wide suite of domain expertise in solutions such as Human Capital, Enterprise Resource Planning, Supply Chain, eLearning, Education K-12, and Relationship Management
- Marketing and Operational expertise for your business
- Strategic growth and marketing plans
- Customer/market analysis and segmentation
- Product roadmaps, new products/services introductions with clear go-to-market planning and product growth strategies
- Sales support tools and training, including competitive strategies
- Strategic alliances as well as M&A (mergers and acquisitions)

Where Mary Can Help Your Business

- Delivering clear and compelling value propositions that differentiate you from competitors
- Identifying, entering and succeeding in new markets while growing in existing ones
- Understanding the drivers of customer loyalty and delivering programs to increase it
- Developing your product, pricing, competitive and go-to-market strategies
- Improving your marketing performance and sales/marketing alignment to drive growth
- Providing marketing and operational expertise, differentiated by experience managing P&L and full business division

Success Stories

- Aligned more than 30 products with independent and competing brands into a single, cohesive go-to-market presence under 3 major themes
- Achieved peak overall company growth of \$1.3B through profitable product turnaround and acquisitions with 150% first-year ROI on new product introduction
- Created operations, product, and marketing infrastructures critical for \$24M revenue stream at 2 technology start-up companies
- Led \$40M business division of HR & Payroll software product lines with P&L authority, plus staff of 100 -- Oversight of 200-partner channel organization (product strategy, engineering, PR, marketing for core cash-generating product with 19,000 clients in financial, healthcare, non-profit, professional services, technology)
- Led acquisition and strategic partnerships which now generate more than \$20 million annually
- Developed new lead generation programs which generated a 35% increase in sales leads and a 15% increase in sales closed year-over-year



Executive Marketing Positions

Senior VP of Marketing & Alliances, GlobalScholar

Head of Product Management, Schoolnet

President & General Manager, Myriad Enterprises, Inc.

Vice President & General Manager, Sage Software

Director of Product Management, Powered

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Mary Doizé Biography

Mary Doizé has more than 25 years' experience in growing technology and serviced-based businesses. Doizé has enabled existing established businesses to enjoy new growth, integrated the messaging and offerings of acquisitions, and re-energized companies' go-to-market for more effective turnaround.

Doizé comes to Chief Outsiders from her most recent position as Senior Vice President of Marketing and Alliances for GlobalScholar, an Education Technology company, where she combined organizations from 3 companies into 1 national organization comprised of 22 marketers. Mary established a strategic vision for the company with the Leadership team and executed that vision over the next year. Mary developed new processes and structures that led to successful execution of product launches to the marketplace. Mary also developed a cohesive brand and positioning for the company rallying behind 3 major themes in the Education space. As a member of the company's leadership team, Doizé was instrumental in transforming the company's culture through her leadership of internal and external communications.

Prior to her key leadership position at GlobalScholar, Doizé was Head of Product Management at another Education Technology firm in the K-12 space called Schoolnet. In this capacity, she drove the strategy for the product lines around the Student Information System and the Gradebook. After thoughtful analysis around the competition and the current state of the products, Doizé delivered a strategy for the acquired product lines to the Leadership Team. Doizé worked closely with school district leaders on what was needed in the products for their success.

Prior to her work with Education Technology companies, Doizé was the Vice President and General Manager for the Human Capital Solutions Division of Sage Software, a \$2B+ Software and Services provider. In that role, she led a 100 employee sized team with 7 direct reports and a \$40M P&L. She developed a key overall strategy encompassing the market, the products, and the capacity of the team internally and externally through a channel, to turn a declining business into a growth engine. After acquiring products and services, divesting products that were not strategic, and building alliances to round out the offering, Mary's strategy was a success. Key marketing initiatives were put in place to drive consistent business and growth.

Doizé worked for a number of companies across several domains in her early career developing software solutions to solve business problems. She has international experience with Compaq Computer devising the strategy and executing a worldwide solution around pricing for what was then a \$17B computer manufacturer. She developed a supplier collaboration solution for Dell Computer as well. Her work with M&M Mars entailed an understanding of the "business at a glance" for the President and his staff to assist with a clear depiction of where key indicators were for the business on a daily basis.

Doizé earned a Bachelor of Business Administration degree in Computer Information Systems from Texas State University. She has also completed executive leadership courses at the Center for Creative Leadership.

