



Sean Klunder

Partner & CMO

About Sean

Sean is a Chief Outsiders Partner and CMO based in Chicago. He helps B2B organizations analyze markets and products to identify areas for rapid and significant growth and develop innovative short and long-term product development and marketing plans. A successful leader of product management and marketing, Sean develops innovative growth strategies that disrupt markets and create more distance in competitive differentiation. He specializes in transforming products and marketing from “analog to digital” to increase customer reach and revenue.

How Sean has Helped Businesses Grow

- Doubled revenues by developing and enhancing new digital e-commerce channels.
- Developed and launched SaaS mobile products and apps that capitalized on increased market usage of these devices.
- Decreased digital development costs by more than 30% while increasing productivity.
- Doubled revenue of targeted products and transformed product launches through strategic planning and execution of online tactics.
- Secured over \$20 million in product development and marketing funds with multi-year product and market growth strategic plans.
- Generated over 1.4 million views and increased customer reach using viral video marketing strategies.
- Disrupted competitors with marketing and competitive analysis that defined competitive unique selling propositions.

Executive Marketing Experience

- Senior Vice President, Product Management and Marketing – Korn Ferry International
- Vice President, Marketing and Digital Development – World Book, a Berkshire Hathaway company
- Divisional Vice President – ETA/Cuisenaire

Expertise

Industry Experience

- SaaS
- Professional Services
- Manufacturing

Specialties

- Sales/Marketing
Automation/MarTech
- Product Innovation
- Digital Transformation

Contact Information

Sean Klunder
Phone: 847.274.8482
sklunder@chiefoutsiders.com
www.chiefoutsiders.com

Published Works

- [3...2...1... We Are “Go” for Product Launch](#)
- [Is Your Business Planning or “Strategically” Planning?](#)
- [5 Ways to Drive Business Growth from the Outside](#)
- [How to Survive the 5 Fatal Factors that Threaten Your Business](#)

Client Case Studies

- [Demco - Strategy to Grow in a New Product Category](#)
- [Wall Street Greetings - Digital Strategy to Grow Online Revenue](#)

Clients Served

- October Three Consulting LLC (Financial Services)
- Moore Home Services (Consumer Services)
- Teakwood Capital (Venture Capital & Private Equity)
- Wall Street Greetings, LLC (Financial Services)
- Sandstone Partners (Marketing and Advertising)
- Lakeside Manufacturing (Food & Beverages)
- The Insights Group Limited (Management Consulting)
- PSFK LLC (Financial Services)
- ArcherPoint, Inc. (Information Technology and Services)
- Demco, Inc. (Libraries)
- Ascribe (Computer Software)
- Moore Home Services (Consumer Services)
- Shaker Consulting Group Inc (Computer Software)

References

“Sean has a breadth of knowledge and is very professional. It’s definitely a good investment for our company and our team to have someone outside the organization with Sean’s experience look in to show us where we’re missing opportunities. His knowledge on the subject is very in depth. It gave us confidence in where to spend digitally. Everything was on time, and it was a pleasure to work with him.” [Read the Full Case Study](#)

Mary Ellen Harden, President, Wall Street Greetings

“What Sean brought to the table was a very strategic perspective, a roll-up-the-sleeves approach, marketing expertise, and specifically, his experience inside software companies. What Sean put together was probably the most detailed, comprehensive look at the competitive landscape that I have seen. He was very quick at learning the business.” [Read the Full Case Study](#)

Nedra Sadorf, President, Demco