



# Clay Spitz

*Managing Partner, South*

## About Clay

Clay is a Chief Outsiders Managing Partner based in Houston. He helps clients discover the ideal CMO for their unique needs. He considers several candidates ahead of time, then assists the prospective client in the final selection. From bringing new ideas to the table, to searching for experts who have a similar problem-solving experience, he applies his unique insights and broad experience to discover the best way to grow a company. As Managing Partner, he also assists and mentors clients who require coaching and advice and ensures that marketing programs and strategies achieve measurable results.

## How Clay has Helped Businesses Grow

- Matched dozens of mid-market companies with fractional CMO candidates and guided them through the vetting process, resulting in cultural fits, productive collaboration and bottom-line results from experienced marketing leaders most could not otherwise afford.
- 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 Experience

- Vice President of Marketing and Advertising, Cable Lock (Olshan Foundation Solutions)
- Vice President of Vertical Markets, TeleCheck
- Vice President of Marketing, Terminix International

## Clients Served

- HVJ Associates, Inc. (Civil Engineering)
- Southern Sound Systems (Events Services)
- Keller Williams Realty, Inc (Real Estate)
- Church Services (Construction)
- Excargo (Transportation)
- Healthy Connections (Healthcare)
- Main Street America (Construction)
- The Service Center (Fulfillment Services)
- Data Projections (Communications)
- SoloProtect (Personal Security)
- RTUI (Advertising Services)
- OnRamp (IT Services)

## Expertise

### Industry Experience

- Construction
- Professional Services
- Consumer Goods

### Specialties

- Growth Strategy
- Sales Growth
- Market/Consumer Insight

## Education

- BS in Speech and Communication, Northwestern University, Evanston, IL

## Contact Information

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