



David Harkleroad

Specialties

- Identifying opportunities for profitable growth
- Creating actionable marketplace insights
- Developing winning competitive strategies
- Building effective marketing teams to drive execution

Where David Can Help Your Business

- Revenue acceleration
- International expansion
- Brand and marketing strategy and planning
- Business wargaming
- Change management and process redesign
- Sales effectiveness
- New offerings introduction
- Media strategies
- Competitive intelligence
- Market research
- Direct and digital marketing strategy and implementation
- Content strategy
- PR and marketing communications



Success Stories

- Increased sales pipeline by 75% through offerings launches, brand positioning, lead generation, events, thought leadership, PR and analyst relations
- Doubled sales and traffic through website redesign to offer productized services, e-commerce, SEO/SEM, video, online advertising and social media to drive awareness and traffic: one campaign drove 40,000 downloads
- Redesigned process to turn proposals into competitive tools, based on win-loss analysis, resulting in \$650 million in wins during pilot phase
- Identified key needs of \$multi-million market opportunities and helped win deals in the \$hundreds of millions
- Leveraged marketing, IT and finance to grow a business by 25% annually
- Reversed a 4-year slide in licensing revenue, increasing income to \$23.5 million – equivalent to \$250 million in product sales
- Turned around a loss-making business

Contact Information

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Biography

David helps grow your business. He does this by leveraging customer, competitive and marketplace insights to develop effective marketing strategies and then builds high performance marketing teams to drive execution.

“David was a powerful catalyst for the entire organization. He has an incomparable track record in leading teams to deliver insights and information that drive key business decisions.” - Senior Vice President

His executive experience includes strategy, marketing and intelligence, where his efforts have resulted in \$billions of revenue opportunities for a variety of enterprises. Capabilities he draws on include: marketing and brand strategy, strategic planning, revenue acceleration, process redesign, competitive and marketplace insights and change management:

“David is the most successful change agent I know. He has strategic vision, implementation energy and focus. He knows how to build consensus for change and commitment to the hard work of making it happen.” - Managing Director

As CMO of Utopia, a global enterprise data solutions firm, his strategy, intelligence and marketing initiatives increased the sales pipeline by 75% year-over-year. Previously, as CMO of Hay Group, an international professional services firm, the business and marketing strategies he developed increased the backlog by 25% during the recession, gaining significant market share. As VP of Marketing and Brand Strategy for IBM, his sales enablement activities helped win deals in the \$hundreds of millions. And, as COO of The Futures Group, a strategy and insights consulting firm, he designed programs for numerous Fortune 100 firms that resulted in \$hundreds of millions in revenue.

“He has consistently demonstrated the ability to identify the key insights within complex environments ... insights that capture senior executive attention and drive business results.” - Director

David received an MBA with Distinction from INSEAD. He was elected a Trustee of the Marketing Science Institute, is a Fellow of the Society of Competitive Intelligence Professionals, where he served as Secretary / Treasurer and a member of the Executive Committee, and has taught courses in Sales Management and Competitive Intelligence in the MBA programs at the University of Connecticut and the Rensselaer Polytechnic Institute. He has served on numerous Boards, is an accomplished public speaker, has appeared in national media (CNN World News and Business Week) and has published extensively. He speaks French, rusty German and survival Chinese.



Chief Outsiders

We Implement Your Growth Vision

Chief Outsiders, LLC is an “Executives-as-a-Service” firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.