

Maximize your investments with Chief Outsiders' executive support

Affordable and powerful, our tribe of fractional chief marketing officers (CMOs) is available for the short and long term to help you gain the best return on your investment. We will help you select a CMO from our national tribe based on the needs of your situation. The CMO will then get in, get it done, and get out—fast.

Throughout all phases of a transaction, **we can help:**

Support your due diligence:

We give your deal team insights that help validate your investment thesis and make the best decisions about your target companies. Due diligence support includes:

- Opportunity analysis
- Competitive review
- Market opportunity sizing
- Marketing audit
- Branding audit
- Messaging/positioning analysis

Create value—fast:

Our CMOs can capture short- and long-term growth opportunities on a full or part-time basis, for as long as you need and no longer—meaning you're never stuck with excess resources. Creating value includes:

- Go-to-market strategy
- First 100 day marketing plan
- Customer segmentation and targeting
- Growth opportunity strategy and planning
- Product roadmaps
- Pricing strategies
- Customer retention strategies
- Budgeting
- Marketing resources review and recommendations
- Metric development/ROI
- Interim CMO (Full time, typically 3-12 months)

Provide ongoing executive-level support to you and your portfolio companies:

Our tribe of experienced marketing executives can work on a project or ongoing fractional basis to provide the strategic and tactical marketing expertise you need to ensure maximum return on your investment. Ongoing support includes:

- Fractional CMO (Part time, 3+ months)
- Marketing plan development and implementation
- Lead generation
- Communications
- Branding
- Marketing automation



Chief Outsiders
Fractional CMOs for Accelerating Growth

Who are we?

We're experienced growth executives,
CMOs who bring a market-based perspective to your company's team, collaborate to crystalize strategy, then implement the growth vision—all at a fraction of the cost of a full-time CMO. All our CMOs are dedicated members of our firm and have held the position of vice president of marketing at one or more operating companies.

We lower risks while increasing growth.

Why hire a VP of marketing when you can rent one much faster? Chief Outsiders allows you to instantly add C-level experience to your team on a part-time basis to reduce costs while increasing your speed to impact.

When you hire one, you benefit from all.

Once you engage a Chief Outsiders outsourced CMO, you gain benefits from our entire tribe of experienced executives, further lowering risks while increasing value.



Take the next step

To learn more about how Chief Outsiders can help you get the highest return on your next investment, contact the managing partner in your region:

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