



Rex Bull

Partner & CMO

About Rex

During a storied career spanning nearly three decades, marketing and product management executive Rex Bull has delivered real, measurable results to the software and technology companies that have benefitted from his insightful vision and determined, hands-on efforts. Even today, Bull finds himself located at the center of technology's newest frontier, Austin, TX, where he ensures that the businesses that engage his talents are, too, poised on the crest of technology's next wave.

Bull's passionate and holistic approach to strategic marketing has helped an impressive array of Blue Chip companies – including AT&T, GTE/Verizon, Navitaire (an Accenture company), Insperty and PLS Logistics – earn hundreds of millions of dollars in incremental revenue from new and repositioned products and services that were entrusted to his leadership. Just ask his former coworkers at enterprise software developer Concur, which recently was acquired by Enterprise Software giant SAP for \$8.3 billion.

Bull's inclusion as one of the first Chief Marketing Officers to join Chief Outsiders at its inception in 2010 was a career pinnacle – and a logical next step for someone who is comfortable as both a crusader and compassionate confidante and ally. Through Chief Outsiders, small and midsized companies have access to Bull's Fortune 50 insights through an arrangement that conserves needed resources for growth and implementation.

Rex's acumen as a B2B technology marketer is valuable to longstanding and startup enterprises alike. Once such bootstrapped company – which sought to offer a software solution for the auto transport business – called upon Bull when it had little more than a name and a purpose. Within months, Bull had developed the go-to-market strategy, target market, messaging, website design and brand – and was launched atop a sound foundation, with a defined pathway leading to significant revenue growth.

An employee benefits software and services company – struggling with plateauing sales and diminishing returns on its marketing investment – called upon Bull for his experience as a change agent. After intensive research indicated that a refocusing of the target market was needed, Bull led efforts to optimize the company's marketing mix, add new marketing channels and streamline the lead incubation and funnel management process. The results? A return to 20-percent growth and renewed recognition as a leader within its competitive vertical.

Though his past corporate achievements have been manifold, today, Bull's greatest satisfaction comes from lending his insights to his current Chief Outsiders clients, as well as to causes that offer more intangible rewards. Bull is active in the promotion of the annual Global Leadership Summit, a motivational event in Chicago attended by thousands and simulcast worldwide to more than 130 satellite locations. Bull also serves as a board member for the Foundation for the Homeless, a nonprofit dedicated to the welfare of those suffering economic hardship throughout central Texas.

Bull holds an MBA degree in Telecommunications Management from the University of Dallas, as well as an Associate degree in Applied Science, Computer Information Systems from Purdue University and a BS degree in Computer Science from North Central College.

Expertise

Industry Experience

- Construction
- Technology
- Manufacturing
- Distribution

Specialties

- Growth Strategy
- Market Penetration & Growth
- Competitive Strategy
- Positioning & Messaging

Education

- MBA, Telecommunications Management, University of Dallas
- BS, Computer Science, North Central College
- Associate in Applied Science, Computer Information Systems, Purdue University

Contact Information

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Client Case Studies

- [First Rate - Expanding Beyond Direct Sales Channel to Enter New Markets](#)
- [TengolInternet - Repositioning Towards Ideal Customer Fuels Profitable Growth](#)

Executive Marketing Experience

- Product Line Marketing Executive, Navitaire, Inc.
- Vice President of Marketing and Product Management, SoloMio Corporation
- Executive Vice President of Marketing and Operations, ViAir, Inc.
- Senior Vice President of Worldwide Marketing, Concur Technologies, Inc.
- Sr. Director Marketing and Product Management, Ameritech Corporation

Clients Served

- TSD Logistics (Transportation/Trucking/Railroad)
- Lott Brothers Construction Company (Construction)
- Sedera Health (Healthcare)
- Dalplex Press Distributors, LLC (Package/Freight Delivery)
- TengolInternet (Wireless)
- Team Worldwide (Logistics and Supply Chain)
- SlickOR (Airlines/Aviation)
- Suntech Building Systems, Inc. (Construction)
- CurbcO (Mechanical or Industrial Engineering)
- Assurety Consulting, Inc. (Information Technology and Services)
- Hartman Income REIT Management, Inc. (Commercial Real Estate)
- The Karis Group, Inc (Healthcare)
- First Rate, Inc. (Computer Software)
- Costa Solutions (Warehousing)
- Millennium Distribution LLC (Management Consulting)
- 1st Service Solutions, Inc. (Commercial Real Estate)
- Merritt Aluminum Products (Aluminum Manufacturing)
- Colwell Electric (Electrical & Electronic Manufacturing)

References

"Rex tied the Chief Outsiders solutions most concretely to First Rate's business objectives and goals."

Marshall Smith, General Manager, Service Bureau and Marketing, First Rate Inc.

"Having Rex on our team has changed how we approach marketing altogether – he sees the entire forest, but also knows which trees to chop down. Rex has a great eye on the prize and a keen focus on revenue and profitability. We feel confident that with the work that Rex has done for us we will be able to achieve not only our 2015 stretch goals, but also those that we have established three years out - the arc of the hockey stick."

Kevin Lloyd, Director of Sales and Marketing, TengolInternet

"Rex has a professional approach and timely progression through the engagement time line."

Terry Harris, CEO, Dalplex Direct