

Selection Considerations

With more choices for fractional and outsourced marketing and sales services, only Chief Outsiders brings a cohesive team of battle-tested executives — ready to unlock growth from day one.

BATTLE TESTED EXECUTIVES

Founded in 2009, Chief Outsiders invented the fractional CMO category. And for CEOs of mid-sized companies striving to accelerate results, our CMOs and CSOs serve as Strategic Operators™, mentors, and advisors who make an immediate impact and help build the commercial engine needed to achieve aggressive growth goals.

Our executives are not career consultants or agency account managers — they've all served as VP or higher at operating companies. They integrate quickly into your executive team, identify growth constraints, and begin moving strategy forward. As a client, you also gain access to **Team Outsiders™** — a curated network of sales, marketing, and digital experts who can support execution alongside your fractional executive.

NATIONAL FIRM, NOT COLLECTION OF RÉSUMÉS

Chief Outsiders is a true firm — not a broker of résumés. With 125+ full-time partners, our rigorous vetting ensures consistency, speed to value, and cultural fit. Every executive is supported by a Managing Partner and a firm-wide peer network to sharpen strategy and ensure accountability.

UNPARALLELED EXPERIENCE

Our fractional executives bring deep, Fortune 1000-level leadership and a fresh, cross-industry perspective. They've led growth in SaaS, professional services, manufacturing, healthcare, and dozens of

other industries. We assign based on problem type and experience fit — not just résumé keywords. And through our **GrowthGearsSM OS** platform, your strategy is enhanced by insights and benchmarks from thousands of engagements.

PROVEN SYSTEM, PLAYBOOKS, AND RESOURCES

Our Growth Gears™ methodology — rooted in Insight, Strategy, and Execution — underpins every engagement. Our executives bring not only experience but also access to proprietary playbooks and shared firm-wide IP. When deeper activation is needed, your executive can tap Team Outsiders™ for execution in areas like demand generation, enablement, or CRM systems — without adding overhead.

ORGANIZATIONAL OVERSIGHT

Unlike a placement agency or single-shingle consultant, Chief Outsiders executive oversight ensures client engagements exceed expectations.

Every engagement includes Managing Partner oversight, firmwide Peer Review, and ongoing NPS-based feedback to ensure consistent delivery. When you engage with Chief Outsiders, you don't just get one executive — you gain access to the whole tribe. Our peer review process brings the wisdom and perspective of more than 2,500 years of combined executive experience to your business. Peer reviewers become ongoing strategic sounding boards for your executive, expanding your access to additional insights and expertise.

CHIEF OUTSIDERS VS. OTHER OPTIONS

When you need commercial leadership, execution power, and results — here's how Chief Outsiders stacks up.

	Chief Outsiders®	Fractional CMO/CSO firm	Consulting Firm	Agency (Marketing, PR, Digital, etc.)	Individual Fractional Consultant	Full-time Hire
Enterprise-level CMOs tailored for SMBs	● CMOs and CSOs	◐			◐	◐
Enterprise-level CSOs tailored for SMBs		◐			◐	◐
Strategic Operators for SMBs	●	◐			◐	◐
On-demand implementation team	●	◐	◐	●		
Flexible and scalable	●	●	◐	●		
Become part of your team	●	●		◐	●	●
Can be contributing in just days	●	●		◐	◐	
Collaborative, learning culture enhances client outcomes	●	◐		◐		
Proprietary Framework	●	◐	●	◐	◐	
AI-powered Growth Platform	●		◐			
Performance Guarantee	●	◐		◐		
Team Size	100+	2-100+	100+	Varies-Few CXos	1	1

● Typically offered by this type of firm ◐ Varies by firm

Rating determined by typical services offered based on 2024 market research study

Trusted by Growth-Minded Leaders

2,300+
Clients Served

350+
PE Firms Engaged PortCos

70+
Industries

125+
Fractional Executives on Staff

**Inc.
5000**
Recipient 10 consecutive years

75 NPS
Our net promoter score **exceeds** industry average for B2B Professional & Executive Services.

Let's Build Your Growth Engine

Schedule a conversation with us to see how fractional leadership, backed by execution and platform intelligence, can move your business forward — fast.

www.chiefoutsiders.com | 1-855-777-2443

 **Chief Outsiders®**
Growth Starts Here