

# The Growth Engine for Mid-Market CEOs

The go-to-market team, approach, and cutting-edge technology to drive measurable results - fast.

## ACCELERATE REVENUE GROWTH

Mid-market CEOs turn to Chief Outsiders when it's time to break through plateaus and start a new chapter of growth. Our model pairs seasoned fractional CMOs, CSOs, and CROs with two powerful accelerators:

- **Team Outsiders™** — your on-demand execution arm for GTM activation, campaigns, and content
  - **GrowthGears™ OS** — an AI-powered platform that operationalizes strategy and tracks progress in real-time
- Together, we drive focus, speed, and outcomes — whether you need part-time leadership, interim horsepower, or project-based support.

## FLEXIBLE ENGAGEMENT OPTIONS

### Outsourced CMO or CSO

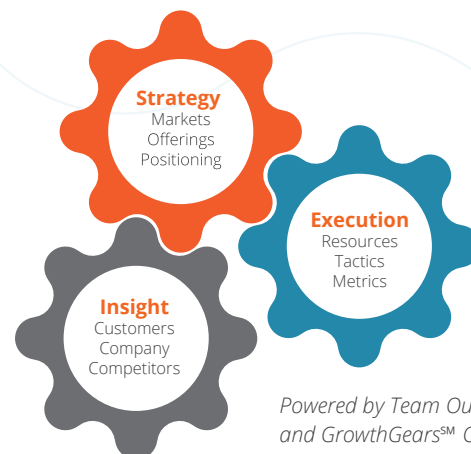
- **Fractional Executive Leadership** — Add a proven, part-time Chief Marketing or Sales Officer to your management team.
- **Interim Executive Support** — Step in fast while you recruit or bridge gaps in leadership.
- **Strategic Project Ownership** — Get traction on mission-critical GTM, brand, or sales initiatives.
- **Sales Leadership & Transformation** — Your fractional CSO or CRO brings the structure, strategy, and coaching to build high-performing sales teams, align GTM execution, and drive pipeline growth.

### Advisory CMO or CSO

- **Executive Coaching & Mentorship** — Level up your internal team with experienced C-level guidance to mentor your company's marketing or sales leader and make big things happen.
- **CEO Advisory Services** — For business leaders who want to personally develop their market orientation, marketing effectiveness, or sales strategy, Chief Outsiders offers this cost-effective advisory service for CEOs.
- **Marketing & Sales Audits** — Diagnose team structure, GTM gaps, or missed growth opportunities with a marketing or sales audit, which will quickly produce clarity and actionable insights at a reasonable cost.

## The Growth Gears® Framework

Chief Outsiders' Growth Gears methodology aligns your business around three drivers of sustainable revenue acceleration:



## DELIVERING OUTCOMES WITH SCALE, SPEED, AND PRECISION

Chief Outsiders brings you more than executive advice — we deliver a scalable system for growth. Our unique model combines part-time executive leadership with on-demand execution and a proprietary AI-powered platform, so your strategy doesn't sit on a shelf — it moves your business forward.

## WHAT MAKES US DIFFERENT

- **Instant On**  
Get matched with a seasoned CMO, CSO, or CRO fast — no delays, no long searches, no relocations.
- **Experienced + Industry-Ready**  
Our fractional leaders have sat in the seat. You'll get real-world experience and deep industry context from day one.
- **Team-Powered Execution**  
Through **Team Outsiders™**, we bring campaign, content, digital, and automation specialists to activate your strategy at speed.
- **AI-Powered Visibility**  
Our **GrowthGears™ OS** platform keeps you aligned and accountable — with dashboards, workflows, and instant access to deliverables and insights.
- **Cost-Effective and Scalable**  
You get just the right amount of executive involvement — and a scalable support system to fit your goals and budget.
- **Backed by the Tribe**  
Every executive is supported by peer collaboration and the cumulative knowledge of 120+ C-level leaders across 70+ industries.

## WHAT WE DELIVER

Insight		Strategy		Execution	
Market	Company	Product	Marketing	Sales	
Market Assessment & Opportunity Analysis	Market Alignment Strategy	Product Branding	Organization Audit, Planning & Development	Sales Audit & Process	
SWOT & Gap Analysis	Brand Assessment	Product Planning	Marketing Mix Optimization	Funnel Conversion Analysis, Metrics & Reporting	
Customer Experience	Value Proposition	Product Positioning	Digital Marketing & Social Media	Partner & Channel Strategy	
Profitability Analysis	Positioning & Messaging	Packaging & Delivery	Technology Systems and Process	Demand Lead Generation	
Sales & Marketing Alignment	Company & Portfolio Brand	Pricing	Key Account Strategies	Sales Ops & Compensation	
Competitive Analysis	Market Segmentation	Product Launch Planning	Communications & PR	Sales Enablement	
Company Perspective	Go-To-Market Strategy	Innovation Process	Marketing Metrics, Reporting and ROI	Marketing & Sales Alignment	

**Ready to Move Faster?**  
Let's talk about where you are — and where you want to go.

[www.chiefoutsiders.com](https://www.chiefoutsiders.com)  
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