

PE Growth Engines Playbooks

Quick Plays to Pinpoint Portfolio Company Growth Opportunities

“We needed deep operational resources to come to complement the resources we had... chief among them... was Chief Outsiders... this was a terrific experience.” – John Kish, Operating Partner, The Riverside Company

Instant talent to win

Consistent revenue growth increasingly demands new strategies and resource models.

Dig deeper and work smarter with instant senior marketing talent who will tap proven plays to quickly identify growth opportunities and problems in portfolio. Deploy a Chief Outsiders fractional CMO in just days to kick off one of these affordable, expert assessments:

Digital Marketing Diagnostic

- **Analyze portfolio companies** and key competitors' digital efforts and successes
- **Determine on which areas** to focus to increase website contribution to sales
- **Deliverables include** a strategic analysis of data with ready-to-deploy recommendations

Revenue Engine Benchmark

- **Benchmark one or several** portfolio companies concurrently
- **Assess all sales** and marketing activity, including digital, outbound, messaging, and sales and marketing teams
- **Compare to sales** and marketing best practice, identifying gaps and value to improve
- **Hone in on new sales** and marketing areas to bolster and drive value

“(Chief Outsiders’) knowledge on the subject is very in depth. It gave us confidence in where to spend digitally.”

– Mary Ellen Harden, President, Wall Street Greetings

“They helped us to align our sales effort to our marketing plan. We expect to grow 50 to 60%.”

– Anurag Kumar, Co-Founder and CEO, iTexico

Competitive Speed Check

- **Assess portfolio companies** positions to take ground from competitors
- **Compare to see** what they do better and worse than key competitors
- **Validate current value** proposition and messaging
- **Perform review** of customers, including lost, happy, long-term, plus prospects
- **Determine what** and why they buy

Growth Opportunity Market Appraisal

- **A comprehensive consolidation**, evaluation, vetting and initial valuation of growth opportunities for new or established portfolio companies
- **Capture top growth** ideas and rank potential for future evaluation and priority
- **Includes:**
 - Ideas under consideration, possibly for years
 - “Where will growth come from” workshop tool

“Chief Outsiders pointed out that our partners needed (our product) to be easy, and at every touch point, we’ve made it simple. As a result, we’ve more than doubled partner production.”

– Zane Conkle, CEO, Cytracom

“Thanks to our engagement with Chief Outsiders, I now know what it’s going to take to continue to grow our business.”

– Josh Garner, CEO, AvantGuard
Monitoring Centers, Inc./Freeus

Tribal power



Use the best marketing minds and these plays to change your growth trajectory fast. Flex in, up and out easily with a strong CMO talent provider in your PE toolkit.

With 65+ CMO assets available on a fractional, program-specific or special project basis, we bring you instant senior talent, in your space, with a rich marketing playbook and unmatched tribal power.

Who we are

We're experienced growth executives.

CMOs who bring a market-based perspective to your company's team, collaborate to crystalize the value creation 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 or higher at one or more operating companies.

Quick access to executive firepower.

Chief Outsiders allows you to instantly add C-level experience to your portfolio company on a part-time, interim basis. Within a week, we are moving quickly to assess company needs and the existing talent base, then making recommendations for immediate actions to move forward.

The difference between strategy and execution.

There is a vast difference between the skills required to unlock value through insight, strategy, and evaluation compared to what is needed for ongoing execution. CMOs who are good problem solvers and builders may not be optimal for day-to-day operational execution. We get you the strategic CMO when you need it – then we help identify the correct mix of skills and service needed for ongoing operational excellence to continue value and growth.

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. Our CMOs have backgrounds in technology, manufacturing, software, retail, finance, product development, healthcare, and more.

Take the next step

To learn more about how Chief Outsiders bring precision and clarity to portfolio company growth, contact the managing partner in your region:

West: Karen Hayward

KHayward@ChiefOutsiders.com, 650.823.4292

Midwest: David Vroom

DVroom@ChiefOutsiders.com, 920.918.0881

South: Clay Spitz

CSpitz@ChiefOutsiders.com, 832.444.7318

Northeast: Slade Kobran

SKobran@ChiefOutsiders.com, 201.675.9157

Ask us about our Chief Outsiders GoToMarket Assessment™ for Private Equity – for one or multiple portfolio companies – or a CMO consultation with your deal team, operating partner, or portfolio company.

