



Slade Kobran

Managing Partner, Private Equity

About Slade

Slade is Chief Outsiders' Managing Partner focused exclusively on the Private Equity sector. Based in the Greater NYC area, he works closely with Private Equity Operating Partners and other value creators to quickly identify and engage the Chief Outsiders resources best suited to meet the needs of investors and portfolio company management alike. Slade is actively engaged in the Private Equity community through groups such as ACG and PEI, and has worked with dozens of PE firms and their portfolio companies over the last five years.

How Slade has Helped Businesses Grow

- Matched dozens of mid-market Private Equity investors with fractional CMO candidates and guided them through the vetting process, resulting in cultural fits, productive collaboration and bottom-line results from experienced marketing leaders.
- Increased business performance across all sectors aligning more than 15 independent and competing brands into a single, cohesive go-to-market presence.
- Increased online leads by 200% through new division web presence and online strategy.
- Generated incremental revenue of \$200 million in 3 years, initiating a new strategic growth plan.
- Achieved \$1.5 million in first-year sales and 50-fold growth since, creating a new inside sales channel.
- Led acquisition and strategic partnerships which now generate more than \$50 million annually.
- Generated a 50% increase in sales leads and a 20% increase in sales closed year-over-year developing new lead generation programs.

Executive Marketing Experience

- Managing Partner, Chief Outsiders
- CMO, Infogroup Inc.
- SVP of Global Marketing, Opinion Research Corp
- VP of Marketing, InfoUSA National Accounts
- VP, Marketing, Planning & Business Development, ADP
- VP, Telesales & Channel Development, ADP
- VP, New Business Development & Marketing Services, ADP

Expertise

Industry Experience

- Professional Services
- Technology
- Financial Services
- Private Equity

Specialties

- Market Penetration & Growth
- Go-to-Market Strategy
- Channel Strategy

Education

- B.S. Finance, Rider University
- Executive education courses, University of Chicago Graduate School of Business and Harvard Business School

Contact Information

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Published Works

- [What CEOs Have To Say About Working With Private Equity](#)
- [What Operating Partners Have To Say About Working With Their Portfolio Companies](#)
- [Is Socially Responsible Investing Part of Your Playbook?](#)
- [Chief Outsiders' Inside View: The 2019 Bain Private Equity Report](#)
- [Operating Partners: Creating Value and Driving Organic Growth](#)
- [Sales and Marketing Synergy: Why Cross-Functional Alignment is No Longer Just an Option](#)
- [Dear CEO, You're About To Be Disrupted](#)
- [What Kind of Marketing is the Right Kind of Marketing for My Company?](#)
- [A Recipe for Outbound Marketing Success in an Inbound Marketing World](#)
- [The Brave New World of New Markets - Five Steps to Conquering New Business Frontiers](#)
- [PE Value Drivers #12, Unique Perspectives from Todd Markson, Operating Partner for Bain Capital](#)
- [PE Value Drivers #11, Unique Perspectives from Parker Davis, Partner at Slate Capital Group](#)
- [PE Value Drivers #10, Unique Perspectives from Vikash Magdani, Executive Director at ACG New York](#)
- [PE Value Drivers #9, a Conversation with Experienced Investor and Value Creator, David Acharya](#)
- [Key Operating Partner Takeaways from Recent ACG Events](#)
- [How To Differentiate Yourself When You're Not that Different](#)
- [Don't Let Your Business Journey Become "The Ride From Hell"](#)

Client Case Studies

- [AbsolutData - Sustaining Growth Through "Decision Engineering" Go-to-Market Strategy](#)

Clients Served

- AbsolutData (Data & Analytics Services)
- Agility PR Solutions (Business Software and Services)
- AlphaTrust (eSignature Software)
- Ansarada (Virtual Data Room)
- Anybill (Tax Payment Software & Services)
- Blue Ocean Market Intelligence (Data & Analytics Services)
- ConnectMeVoice (VOIP Provider)
- DailyAccess Corporation (Employee Benefits)
- Leapfrog Group (Consulting)
- Paperless Solutions (Document Management)
- Peak Sales Recruiting (Recruiting)
- REIS Inc. (Commercial Real Estate Information)
- Valiant Solutions (Payroll & HR)
- Woodbridge International (Investment Bank)
- ACG-NY (Membership Organization)
- Trifecta Research (Market Research)
- American Cancer Society (Not-for-profit)

References

"Working with Slade has been phenomenal. He goes above and beyond to ensure ideas are challenged, new perspectives are brought to existing problems, and that focus remains on pushing the business forward."

Keith Johnstone - CEO, Peak Sales Recruiting