



Amy Alegi

CMO

About Amy

A high-impact sales and marketing executive, Amy consistently applies her deep consumer marketing expertise to help companies effectively reach, educate, and motivate consumer action. She is masterful at developing systems and assessing talent to build the infrastructure for exponential (and scalable) growth. Amy drives successful strategic marketing, sales, and business development initiatives and digital platform growth while transforming positioning and branding. Her experience extends into the B2B environment focusing on long-term partnership growth, demand generation and sales strategy.

How Amy has Helped Businesses Grow

- **Stepped in quickly** and generated results while simultaneously building the infrastructure to grow the business, leading innovative solutions to address short-term gaps and providing long-term leadership at Calliope.
- Successfully **delivered full-scale implementations** of Salesforce and Marketing Cloud while serving, Be The Match, National Marrow Donor Program, a complex healthcare organization. Resulting in record donor retention and recruitment (78% increase over 3 years) while leveraging a \$50 million budget to develop strategic initiatives.
- **Drove record level sponsorship revenue**, 50% YOY increase, launching a new brand for the City of Minneapolis. Led successful major event bids for Super Bowl LII, Men's Final Four 2019 and MLB All-Star Game 2014 with branding and strategy leadership.
- Built a multi-pronged approach resulting in an **increase in conversions and revenue** for an early-stage private equity firm. Amy delivered clear and precise customer segmentation, actionable marketing strategies, and complete resource (talent, budget, tools) assessment with recommendations and brand positioning, value proposition, and targeted persona messaging.
- During her tenure at Transamerica Capital, Amy **catapulted a smaller-scale 1:1 sales and marketing outreach plan** to a best-in-class national program, driving annual sales (Yr. 1 \$500 Million, Yr. 2 \$1.2 Billion, Yr. 3 \$4 Billion) across multiple product categories – annuities, mutual funds, and insurance.
- Amy consistently **delivers a world-class experience** for prospects, clients, and internal customers by developing strategic and tactical connections between IT, Sales, and Marketing, allowing the C-suite to focus on specific growth areas for the organization.

Executive Marketing Experience

- CMO, NOYACK Capital
- Chief Strategy Officer, Calliope
- VP, Marketing & Communications, Be The Match, National Marrow Donor Program (NMDP)
- SVPt, Branding & Strategy, Meet Minneapolis
- VP, Event Marketing, Benfield, Inc.
- Marketing Director, Transamerica Capital, Inc.

Expertise

Industry Experience

- Healthcare
- Financial Services
- Hospitality/Travel/Entertainment
- Non-Profit
- Insurance

Specialties

- Omni-Channel Marketing
- Growth Strategy
- Positioning & Messaging
- Talent Sourcing

Education

- BBA, International Business, University of Wisconsin

Contact Information

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