



Robin Liebowitz

Partner & CMO

About Robin Liebowitz

Robin is a hands-on operational marketing leader who builds and scales businesses in complex industries and markets. She quickly assesses growth efforts to identify immediate wins and drive long-term go-to-market success. By aligning marketing, sales, and key teams around shared goals, she drives change and delivers lasting revenue growth. Robin leverages data and insights to refine brands, create differentiated demand generation programs, and build marketing resources and scalable MarTech infrastructures that fuel sustainable results.

How Robin has Helped Businesses Grow

- Partnered with the sales team to deliver double-digit YoY revenue growth for the Financial Services Division of Amazon Web Services by developing and implementing a global marketing, branding, and communications strategy integrating product, sales, and partner teams.
- Positioned EY as a leader in financial services tech consulting by driving brand, marketing, go-to-market, sales enablement, and thought leadership initiatives to support the launch and scaling of cutting-edge AI, cyber, blockchain, and fintech solutions for banks, asset managers, insurance, and capital markets clients.
- Accelerated Oliver Wyman's growth from a \$100M risk boutique to a \$2.5B global consulting leader by building the first global marketing function, unifying brand, sales, and communications across 20 acquisitions, and launching an integrated marketing and client development strategy. Led a global team to expand the C-suite client base and drive significant market leadership.
- Generated a multi-million dollar opportunity pipeline for Digital Asset Holdings, an enterprise blockchain company, by building the marketing function, crafting the first global marketing plan, and launching new products and brand campaigns while establishing core marketing systems/processes to drive lead gen.
- Built brand recognition, drove growth, and stabilized valuation for Marsh & McLennan, a \$20B public company. Unified the company's positioning around Risk, Strategy, and People, and launched a communications strategy that engaged employees, customers, partners, and influencers — resulting in a 10% increase in cross-sell and a 5% boost in revenue.
- Launched a pioneering property & casualty business for Zurich Insurance in the global energy sector, positioning the company as a market leader. Leveraged market data to drive a global marketing and PR campaign targeting clients, brokers, and government influencers. Supported expansion into new sectors and markets, opening new branches worldwide and growing the business to \$600M in three years.

Expertise

Industry Experience

- Technology
- Financial Services
- SaaS
- Insurance
- Professional Services
- GovCon/GovTech
- Energy

Specialties

- Market Penetration & Growth
- Positioning & Messaging
- Go-to-Market Strategy
- Channel Strategy
- Market Research, Data & Analytics
- Demand Generation
- Content Strategy & Development
- Channel/Partner Strategy
- Sales/Marketing Automation/MarTech
- Marketing Organization Development & Resource Optimization
- Product Marketing
- International Expansion

Education

- MBA, International Business, The George Washington University
- BBA, Marketing, The George Washington University School of Business

Contact Information

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Executive Experience

- Global Head of Financial Service Marketing, AWS
- Chief Marketing Officer, Digital Asset Holdings
- Head of Financial Services Technology & Innovation Marketing, EY
- Group VP, Communications, Marsh & McLennan Companies, Inc.
- Global Head of Marketing, Oliver Wyman
- Senior Vice President, Marketing & Business Development, Zurich Insurance
- Regional Director, Central Europe and Member European Board of Directors, Grey Group's Strategic Communications Consulting Division (now Burson Cohn & Wolfe (BCW))

Clients Served

- i2c Inc. (Payments and Digital Banking)
- Applied Insight (IT, Cloud and Cyber Security GovCon Services and Products)
- Teamalytics (Leadership and Team Development)
- DojoFive (Embedded Software)
- Threatmark (Fraud Management/Cybersecurity)
- Multiple US Government Agencies