



Allen Hwang

CMO

About Allen

A 25-year consumer marketing veteran, Allen uses a highly analytical approach to developing winning business strategies based on market and consumer insights. He has extensive B2C, B2B, and B2B2C experience in consumer-packaged goods, e-commerce, and healthcare industries across various business sizes/structures including PE-owned, mid-market, and multi-nationals. With sharp strategic thought and focused leadership, he elevates marketing team bandwidth by creating smart processes and overhauling operations to increase visibility and accountability.

How Allen has Helped Businesses Grow

- Delivered \$40 million incremental sales with highest-ever topline and EBITDA CAGR over 3-year period revamping the Operations, Sales, and Marketing function at Publisher Services, Inc.
- Reversed 5-year negative sales trends by repositioning the brand portfolio for DentalOne Partners, developing and launching a lead generation marketing plan that significantly improved all KPIs, and launching a CRM program that generated \$12 million in incremental revenue from existing patients.
- Built a direct-to-consumer business for American HomePatient that exceeded customer acquisition and spending efficiency goals by +50% and reduced acquisition costs by +80% versus previous efforts.
- Delivered record-breaking top-line revenue three years in a row while exceeding marketing efficiency goals at 1-800 CONTACTS. Increased gross margin % by 200 basis points with no negative impact on conversion rates developing and implementing a new pricing strategy.
- Drove \$10 million in incremental annual revenue by leading the redesign of the 1-800 CONTACTS retail website. Generated \$25 million in incremental annual revenue through development of company branded AquaSoft products.

Executive Experience

- Chief Operating Officer, Publisher Services, Inc.
- SVP & Chief Marketing Officer, DentalOne Partners
- Vice President, Consumer Marketing, American HomePatient
- Chief Marketing Officer, 1-800 CONTACTS
- Director of Marketing, Pabst Brewing Company
- Modelo Brand Manager, The Gambrinus Company
- Assistant Brand Manager, The Procter & Gamble Company

Expertise

Industry Experience

- Consumer Goods
- Healthcare
- Consumer
- e-commerce
- Retail

Specialties

- Omni-Channel Marketing
- eCommerce
- Competitive Strategy
- Market/Consumer Insight
- Pricing Strategy

Education

- MBA, Texas McCombs School of Business, The University of Texas at Austin
- Bachelor of Engineering, Georgia Institute of Technology

Contact Information

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