



# Amy Loesch

CMO

## About Amy Loesch

Amy is a data-driven digital leader and executor with proven success driving revenue growth, building brands and implementing go-to-market strategies for consumer products and services. She specializes in DTC ecommerce and subscription services. Amy has a unique combination of digital/performance marketing, analytics and brand strategy expertise that she has applied to launching and scaling 20+ products and services at both small and large companies. She is an entrepreneurial spirit with a passion for building foundational infrastructure and leading and growing teams.

## How Amy has Helped Businesses Grow

- Grew subscription revenue at FloSports (sports streaming service) by 54% (\$50M to \$77M) and subscriptions by 70% over 2 ½ years by revamping marketing and implementing new sports vertical marketing strategies based on data-informed audience insights.
- Grew digital subscription revenue by +180% and subscribers by +140% over three years across 78 local news sites at Gannett/The USA Today Network. Built the digital marketing function from the ground up and led the implementation of an enterprise-wide commerce platform.
- Generated \$20 million in ad revenue through lifecycle marketing at RetailMeNot. Saved \$1 million in infrastructure costs by implementing a new CRM vendor.
- Drove revenue and subscriber growth by over 40% for The Wall Street Journal Digital Network. Led go-to-market strategy for seven new product launches, including the WSJ iPad app when the iPad launched.
- Developed and implemented go-to-market strategies for US, EU, and APAC launches for Yahoo! search, mobile web, and mobile ad solutions. Launched the first mobile ad campaigns with Pepsi, WB and 20th Century Fox at Yahoo!
- Launched HBO on Demand, the first subscription video on demand service.

## Executive Experience

- SVP, Marketing, FloSports
- VP, Consumer Marketing, RetailMeNot
- VP, Audience Development & Channel Innovation, Gannett/The USA Today Network
- Director, Digital Subscription Marketing, The Wall Street Journal Digital Network
- Director, Marketing, The Walt Disney Company
- Head of Marketing, Yahoo! Mobile Europe

## Expertise

### Industry Experience

- Technology
- Consumer
- Hospitality/Travel/Entertainment
- e-commerce
- AI
- Media

### Specialties

- Digital Marketing
- Brand Strategy/Refresh
- AI
- Go-to-Market Strategy
- Growth Marketing
- Martech

## Education

- MBA, The Fuqua School of Business, Duke University
- BS, Business Administration, University of Vermont

## Contact Information

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## Clients Served

- Diggs.pet (DTC eCommerce and Retail)
- Scuba Diving International (B2B/DTC eLearning)
- CV Linens (DTC eCommerce)
- CHARLESGATE (B2B Real Estate)
- Travel + Leisure (DTC Travel Subscriptions)
- Best Lawyers (B2B Legal Publishing)