



# Anne-Flore Goldsberry

CMO

## About Anne-Flore

A transformative global marketing executive with a proven track record of success building billion-dollar brands and global marketing organizations, Anne-Flore also positions starts-up to grow and scale. She balances a mix of operational, strategic, creative, and planning ingenuity to drive global marketing efforts while developing world class teams. A big thinker who builds for scale, Anne-Flore remains nimble and agile to meet aggressive execution timelines. With a track record of major wins, she develops big brand ideas that become the organizing principle for 360 marketing and differentiated customer experience.

## How Anne-Flore has Helped Businesses Grow

- Grew digital audiences 40% leading cross-functional digital marketing transformation team at VMware.
- Drove double digit growth at Logitech with new advertising, increasing brand stature and earning creative awards. Drove launch of 100 new products per year while transforming decentralized marketing organization into a global marketing team.
- Drove \$8 billion in revenue across EMEA, spanning 27 markets. Increased brand relevance and improved retention and new customer acquisition rates with a boost in customer loyalty.
- Achieved 20% CAGR at Citibank by leveraging cross-sell opportunities and implementing new customer acquisition and retention programs.
- Increased brand relevance 75%, improved customer acquisition rates by 35%, and boosted loyalty scores 35% through new offerings and new retail interior for 600+ financial centers. Led to ranking as world's most valuable financial services brand.
- Spearheaded and launched Citi's first global brand program across 98 countries and all divisions of Citigroup (Consumer, Corporate and Wealth Management).

## Executive Marketing Experience

- Chief of Staff, Global Demand and Field Marketing, VMware
- CMO, Bankorus
- Head of Corporate Marketing, Silicon Valley Bank
- VP of Global Marketing and Customer Experience, Logitech
- CMO (Europe, Middle East and Africa), Citibank
- VP of Global Marketing, Brand and International Advertising, Citibank
- VP of Global Branding and Identity, Citibank

## Education

- MBA, NYU Stern School of Business
- BBA, International Business, ESSEC Business School

## Expertise

### Industry Experience

- SaaS
- Technology
- Financial Services
- Consumer
- Consumer Goods
- Consumer Services
- Blockchain
- Fintech

### Specialties

- Omni-Channel Marketing
- Growth Strategy
- Brand Strategy/Refresh
- International Marketing
- Go-to-market Strategy
- Demand Generation
- Positioning/Messaging

## Contact Information

Anne-Flore Goldsberry  
Phone: 510.809.7099  
agoldsberry@chiefoutsiders.com  
www.chiefoutsiders.com