



Beth Somplatsky-Martori

Partner & CMO

About Beth

Beth is a Chief Outsiders Partner and CMO based in Dallas. She helps B2B, B2C and B2B2C companies across multiple business sizes identify actionable insights to develop integrated go-to market strategies and tactics that accelerate profitable growth across multiple market channels. Beth is a change agent who works with CEOs and their teams to prioritize and implement the identified initiatives. Her approach is to use market research techniques to identify and create: customer segmentation, acquisition and retention strategies; new product development and differentiation opportunities; brand positioning and messaging that deliver sustainable competitive advantage.

How Beth has Helped Businesses Grow

- Created a brand exclusive in the \$300M consumer lighting category at The Home Depot for Philips Lighting that delivered explosive growth for supplier and retailer, including a 37 percent increase in profitability and a 28 percent increase in consumer ring for THD.
- Delivered \$60 million in incremental revenue and improved profitability by \$15 million while leading turnaround-marketing efforts at garage door manufacturer The Overhead Door Corporation.
- Earned a 21 percent sales increase and doubled profitability for Jacuzzi Whirlpool Bath, less than a year after executing a turnaround strategy.
- Won 50 product line reviews for multiple clients during her 25-year career as a chief marketer.

Executive Marketing Experience

- VP of Marketing and CMO, Niagara Conservation Corporation
- VP of Marketing, Overhead Door Corporation
- VP of Retail Channel, Jacuzzi Whirlpool Bath
- VP of Strategic Marketing, Compass Home
- Sr. Director of Strategic Marketing, Philips Lighting Company
- Director of Consumer Marketing, Philips Lighting Company

Expertise

Industry Experience

- Manufacturing
- Wholesale
- Consumer
- Consumer Goods

Specialties

- Omni-Channel Marketing
- Market/Consumer Insight
- Product Innovation
- Channel Strategy

Contact Information

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Published Works

- [The Net of Profitability: How to Use the Net Promoter Score Now to Grow Your Business](#)
- [The No. 1 Question CEOs Must Answer before Setting their Digital Business Strategy](#)
- [Why You Should Spend More Time Evaluating Your Pricing](#)
- [What Giraffes can Teach You about Building a Strategic Growth Plan](#)
- [Where Will Technology Accelerators Take Your Business Five Years from Now?](#)
- [Your 2020 Vision Is Now A Five-Year Plan](#)

Client Case Studies

- [Rapid Power Management \(RPM\) - Targeted Marketing Strategy Yields 40% Revenue Growth](#)
- [SoloProtect - Launching a Safety Solution to Grow Recurring Revenue](#)

Clients Served

- Optimas Manufacturing Solutions (Electrical/Electronic Manufacturing)
- Cordelia Lighting (Consumer Goods)
- Affinity Tool Works (Consumer Goods)
- Royal Baths Mfg Co (Building Materials)
- Kings III (Telecommunications)
- c3controls (Electrical/Electronic Manufacturing)
- Harnett Mfg. LLC (Consumer Goods)
- Oliver Manufacturing CO, Inc. (Machinery)
- Rapid Power Management (Oil & Energy)
- Sugarloaf Cabinet Group (Building Materials)
- Aereos (Aerospace)
- Beta Fueling Systems (Aerospace)
- Latex Agent (Consumer Goods)

Education

- BS Industrial Engineering, The Pennsylvania State University
- BS Mineral Economics, The Pennsylvania State University
- MBA, The Wharton School of the University of Pennsylvania