



Bob Sherlock

Partner & CMO

About Bob

Bob helps companies — especially innovators — discover their most promising opportunities to grow. Most companies have Hidden Value — they provide more value to customers than they or their prospects realize. Bob helps companies to find the Hidden Value, message so that prospects recognize the full value, and price to get paid for it. As a result, they can get more Yeses, increasing both sales and margins at the same time.

How Bob has Helped Businesses Grow

- Helped a leadership team achieve four years of 38% compound annual growth rate by discovering and communicating the compelling reasons why prospects should buy the company's hardware and software solution
- Generated a projected \$1 million in margin improvement annually helping a value-added tech reseller decouple its margins from Cost of Goods Sold.
- Landed a Fortune 100 customer by creating a value story and finding new markets for a precision components manufacturer.
- Achieved over \$2 million of annual recurring profit improvement developing changes to terms of sale and pricing for an electronics manufacturer.
- Arrested a trend of eroding margins and boosted enterprise value for a distributor by creating a new value and pricing strategy.
- Opened multi-million contract discussions with two Fortune 500 prospects after researching new markets and developing a value story and new selling tools for a service parts distributor.

Executive Marketing Experience

- President, Marketwerks
- President, DeliveryStation
- Chief Marketing Officer, Wickes
- Region GM, GE

Published Works

- [Daring Caution: The Executive's Guide to Pricing Improvement](#)
- ["We need more leads" \(and what must come first\)](#)
- [When You're Behind on Sales](#)
- [Overcoming the Limitations of Customer Surveys](#)
- [The Value of an Old Scotch](#)
- [Risky Business: How Marketing Content Can Take Risk Out of Business Decisions](#)

Expertise

Industry Experience

- Industrials
- Wholesale
- Energy

Specialties

- Pricing Strategy
- Positioning & Messaging
- Market Planning
- Prioritizing Opportunities

Education

- MBA, Amos Tuck School of Business Administration, Dartmouth College
- BA in Economics, University of Maine

Contact Information

Bob Sherlock
Phone: 847.840.5746
bsherlock@chiefoutsiders.com
www.chiefoutsiders.com

Clients Served

- Xymox (Control Components)
- IPT Well Solutions (Consulting Engineers)
- Viking Masek (Automated Packaging)
- HOH Water Technology Inc. (Chemicals)
- Ellis Corporation (Capital Equipment)
- Hatco Corporation (Commercial Kitchen Equipment)
- Rockford Manufacturing Group, Inc. (Machinery)
- Matrix Design (Industrial Automation)
- StayOnline LLC (Electrical Manufacturing)
- 48 Barriers (Distribution)
- Industrial Plankton (Aquaculture)
- PathoSans (Chem tech)
- Exacto International (Ag chemicals)
- Crevco (Cabinet Manufacturing)

References

“One of the advantages to working with people like Bob Sherlock and Chief Outsiders versus other consultants is they are very hands-on in their approach to solving problems. They don’t just come in, ask a lot of questions of your employees, compile a bunch of data and walk away. They compile the data, we review the data together, we identify where the opportunities are to improve, and then they stay with us all the way through implementation. That’s one of the things that I love the best about working with Bob and Chief Outsiders.”

- Mark Panico, StayOnline

“Bringing in Chief Outsiders is one of the best business decisions we’ve ever made.”

- Bill Van Kirk, CEO, and Joe Van Kirk, COO, 48 Barriers

“Our company, Hatco, engaged Chief Outsiders on a strategic planning project to help us identify key opportunities and threats in our marketplace. Bob Sherlock and Chief Outsiders helped us develop strategies to address key opportunities and threats.

Bob did an excellent job helping us analyze market data, and also interviewed key customers to identify important issues. He guided us through processes that helped us prioritize strategies and build business cases. We were able to develop a three year strategy map for product development and services to help our company successfully grow in the future. Bob was very easy to work with. He consistently brought insights and experiences that were helpful to our management team. He introduced tools into our business that were new, while also being easy to use and effective. Bob leveraged the full knowledge base of the Chief Outsiders team to maximize insights and ideas that truly changed our strategic focus and thinking.

I would strongly recommend Bob Sherlock and Chief Outsiders to any growth oriented company that needs help in analyzing its markets, customers and products while also seeking guidance in building effective strategies for the future. Hatco is extremely satisfied with the value provided by Bob and his team at Chief Outsiders.”

- Mike Whiteley, VP of Sales and Marketing, Hatco