



Brian Vail

CMO

About Brian Vail

An outcome-driven marketing executive, Brian brings over 20 years of integrated go-to-market expertise from startups to Fortune 500 companies. He builds and scales modern marketing teams that align brand, demand generation, and digital strategy to drive significant revenue growth. Known for his analytical depth and hands-on leadership, he partners with CEOs to identify new market opportunities, lead acquisition integrations, and position companies for sustainable long-term success and increased enterprise value.

How Brian has Helped Businesses Grow

- Grew company value from \$60 to \$140 million leading the global marketing team through five acquisitions at Miller Heiman. Unified five brands into a single go-to-market strategy while achieving 7% top-line and 9% bottom-line growth during the merger year.
- Generated \$16 million in new revenue opportunities regionally with a 3% YoY increase at Maxar Technologies, while restructuring the marketing department's operational model to realize \$1 million in additional annual savings.
- Achieved a 12% increase in new opportunities by optimizing a vertical market lead generation program across Technology, Automotive, and Telecom portfolios.
- Delivered 40% revenue growth within the first year at Liquid Inc. and expanded profit margins 25–35% by creating a new digital department and executing a strategic business plan.
- Increased site traffic 21.5% and boosted content engagement by 34% at RO Innovation by repositioning the brand and integrating two competitive websites into a unified digital presence.
- Scaled customer engagement by 42% by building a full Customer Success framework, including an NPS program, customer advisory board, advocacy program, and subscription-based online channels.

How Brian Leverages AI for Business Impact

- Applied AI strategically across go-to-market and marketing functions, testing and deploying AI-generated content across social media, newsletters, blogs, website content, and broader customer-engagement initiatives to support month-over-month client growth.
- Advised entrepreneurs and small-to-mid-sized businesses on practical AI adoption, assessing business and go-to-market needs and recommending fit-for-purpose AI tools and platforms.

Expertise

Industry Experience

- SaaS
- Technology
- Professional Services

Specialties

- Go-to-Market Strategy
- Omni-Channel Marketing
- Product Innovation
- Customer Journey Mapping
- Global Operations/Marketing
- Sales and Marketing Alignment
- Content Marketing
- Product Marketing

Education

- BA, Business Marketing and Management, University of Denver

Contact Information

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How Brian Leverages AI for Business Impact (cont.)

- Integrated AI into clients' existing marketing technology stacks, leveraging AI-enabled platforms to improve content development, marketing execution, customer engagement, and overall go-to-market effectiveness.
- Hands-on experience with leading generative AI and productivity platforms, including ChatGPT, Claude, Perplexity, and Canva, applying these tools to real-world marketing and business challenges.
- Connected AI-enabled marketing strategies with broader growth initiatives, including community partnerships, events, digital campaigns, and customer acquisition programs designed to strengthen engagement and accelerate business development.

Executive Experience

- Partner & Marketing Leader, The Hollines Group
- Vice President of Global Marketing, Maxar Technologies
- Vice President of Marketing, RO Innovation
- Executive Vice President of Marketing, MHI Global/Miller Heiman
- Director of Marketing, OfficeMax
- Partner & Director of Account Services, Liquid Inc.
- Director of Marketing, Customer Segmentation, Corporate Express (Staples)