



Carol Eversen

Area Managing Partner, CMO & CRO

About Carol Eversen

A high impact revenue leader, Carol defines and executes revenue growth strategies for companies seeking to take their performance to the next level. She is adept at building and executing the strategies and tactics that will secure new customers, expand revenues from existing customers, and create new markets for growth. Carol blends the combination of sales and marketing functional and leadership skills formed in blue chip companies with an action-oriented, pragmatic mindset developed through start-up and mid-market experiences. A business strategist, natural team leader, demand gen pro, and storyteller with a deep belief in delivering outstanding customer experiences, Carol helps clients build customer-driven solutions and articulate their value in-market, expertly leveraging and optimizing digital and direct sales channels to deliver growth.

How Carol has Helped Businesses Grow

- Served as the interim demand gen and field marketing leader of a global \$350M SaaS company. Led the global demand gen team, optimized digital media investment, improved dashboards to better assess ROI, and operationalized a new Field Marketing function all in support of the company's growth to \$500M+.
- Successfully launched new SaaS-based solution, delivering 2,000 trials in 6 weeks to a highly specialized professional services audience.
- Guided a Virtual Reality startup to identify the optimal target market for its emerging B2B solution.
- Transformed the revenue mix to higher margin digital solutions at ALM Media to achieve EBITDA growth goals.
- Drove 7-digit annualized revenue growth by launching new digital advertising products including ALM Fusion, a content and ABM marketing solution for advertisers.
- Freed costly sales organizations at ALM Media and LexisNexis to focus on higher-value prospects by shifting accountability for lower-value sales and recurring-revenue streams to the more efficient marketing channel.
- Increased awareness of LexisNexis' Lawyers.com by 30% in one year, while driving traffic increase of 22%, leveraging 100% digital channels.
- Grew the AT&T TeleConference business from \$125M to \$250M over four years by identifying buyer segments, managing the technical team to build segment-specific solutions to meet client needs, leading the B2B sales team to sell the new corporate segment solution, and managing the transformation of an 1,100-person Business Unit cross-functional organization into a customer-focused, high-performance team.
- Increased market share 35% and delivered 30% to 40% margins as the General Manager of the CALLATT business unit.
- Led the National Program for AT&T Consumer, acquiring approximately 1 million new customers per month.

Expertise

Industry Experience

- SaaS
- Professional Services
- Financial Services
- B2B Media/Marketing Solutions
- Governance, Risk, and Compliance

Specialties

- Growth Strategy
- Sales/Marketing Automation/MarTech
- Recurring Revenues/Subscriptions

Education

- BSBA, Marketing, Magna Cum Laude, West Virginia University
- Graduate: AT&T Advanced Management Program
- Graduate: Reed Elsevier Business Leadership Program
- Pragmatic Marketing Certified

Contact Information

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Executive Experience

- CMO, ALM Media
- SVP Marketing, qbeats, Inc.
- Managing Director, Client Services, HNW, Inc.
- VP, Marketing, LexisNexis – Reed Elsevier
- Global B2B Marketing Strategic Planning, MasterCard Worldwide
- US Customer Marketing Group Head, MasterCard Worldwide
- GM, CALLATT and AT&T TeleConference
- Division Manager, AT&T Acquisition Marketing

Clients Served

- Bloomfire (Knowledge Management Solution SaaS Company)
- Diligent Corporation (Global Governance, ESG, Risk, Audit, and Compliance SaaS Company)
- VizSource (Virtual Reality)
- Ethisphere (Ethics and Compliance Solutions)
- Bainbridge (Global Strategic and Capital Advisory Services)
- GoldenSource (Enterprise Data Management Software)
- Best Lawyers (Legal Industry Peer-review Publication Company)
- Soliant Consulting (Custom Software Development and Integrations)
- Verified Credentials (Trusted Background Screening)
- Rev.io (Back-office Support for Managed Service Providers)