



Carrie Lewis

CMO

About Carrie

Specializing in complex B2B2C value streams, Carrie leverages every tool at her disposal, transforming brands to target every opportunity within the value stream, creating visionary and innovative product roadmaps, launching disruptive commercialization programming and delivering high value through advanced sales team enablement. An enterprise-wide strategic business partner and channel partner advocate, she builds immersive customer transformation programming based on world-class marketing tenants, ensuring all four marketing bases (i.e., insights, brand, product and channel) are working seamlessly to unlock exponential growth. Carrie orchestrates all marketing attributes to create highly impactful programming and maximize long-term profitability. Leveraging emerging media and digital disruptors, Carrie unlocks new opportunities in the B2B2C market, propelling growth by bringing leading go-to-market strategies to highly competitive national and global brands.

How Carrie has Helped Businesses Grow

- Generated \$2 billion revenue repositioning MetroHealth as a leader in cutting-edge clinical care, expanding system boundaries onto the national stage.
- Delivered record segment profit of \$373M, increasing net sales by 14.1% and divisional sales to \$3.05B at Sherwin-Williams, launching new growth campaigns with retail partners, targeting big box buying contractors and strengthening retail partnerships.
- Drove \$100 million in new sales growth in 3 months leveraging cutting edge data and analytics to build robust consumer marketing programs to bolster Amazon and other online retail partnerships.
- Generated \$800M in revenue by improving new product vitality from 1% to 11% commercializing 20+ new products annually at STANLEY Black & Decker.
- Achieved 29% growth YoY resulting in \$420 million annual revenue transforming the business at Ingersoll Rand by identifying unmet market segment and new multifamily market.
- Launched Mainstreet's \$180 million IPO on Canadian Stock Exchange, with a total potential value of \$2.3B.

Executive Marketing Experience

- Chief Marketing Officer, Vice President of Marketing, The MetroHealth System
- Vice President of Marketing, Channel, The Sherwin-Williams Company
- Vice President of Marketing, Brand, Product, Channel, Dorma+Kaba
- Vice President of Marketing, Brand, Product, Channel, Stanley Black & Decker
- Director of Marketing, Stanley Black & Decker
- Senior Director, Marketing, Channel, Ingersoll Rand
- Vice President Of Marketing, Mainstreet

Education

- Master of Fine Arts, West Virginia University
- Bachelor of Science, Ball State University

Expertise

Industry Experience

- Healthcare
- Industrials
- Consumer
- Consumer Goods
- Construction
- Retail
- Wholesale
- Education
- Distribution
- Health & Wellness
- eCommerce

Specialties

- Omni-Channel Marketing
- Growth Strategy
- Go-to-Market Strategy
- Channel Strategy
- Product Innovation
- Direct Marketing
- Sales Growth
- Market Penetration & Growth
- Competitive Strategy
- Brand Strategy/Refresh
- Demand Generation
- Pricing Strategy
- Positioning & Messaging
- Digital Transformation

Contact Information

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