



Chad Rose

CSO

About Chad

A collaborative business leader in healthcare, B2B, and marketing agencies for diverse clients, Chad drives revenue growth and builds and mentors teams while improving company culture and employee engagement. Delivering executive leadership, real work, and results, he develops winning sales strategies, and excels at C-level negotiating, team recruiting and building, product creation, branding, go-to-market strategy, and new product launch. An effective executive contact for enterprise clients, he actively coaches diverse sales teams to stabilize, launch, and run your sales machine.

How Chad has Helped Businesses Grow

- Delivered notable new clients, including Microsoft, leading the new business efforts for Fortune 1000 companies at August United.
- Generated B2B and B2C brand presence and sales, producing the brand, web, marketing, and sales strategies for each new media division at Ballantine Communications.
- Grew McMurry from \$16 to \$60 million through new product development, recruiting and hiring team members, and sales and marketing leadership.
- Negotiated contracts resulting in \$4 million in revenue analyzing the market and developing custom marketing strategies for Charles Schwab, Thomson Reuters, P.F. Chang's China Bistro, Rio Tinto Diamonds, UPS, and Ulta Cosmetics.
- Added over 100 new healthcare clients establishing "Webedge," a SaaS service to create affordable websites for hospitals, with internal development, marketing, and sales teams.
- Generated multi-million dollar sales increases merging sales and marketing systems of acquired companies.
- Named "Best-Place-To-Work" in Phoenix Business Journal five consecutive years for improving corporate culture by increasing cross-team and employee engagement.

Executive Experience

- SVP, US Strategic Growth, Investis Digital
- VP, Business Development, August United
- SVP, Business Development, Ballantine Communications
- EVP Business Development and Marketing, McMurry

Expertise

Industry Experience

- Healthcare
- Professional Services
- Hospitality/Travel/ Entertainment
- Industrial Manufacturing
- Health and Wellness

Specialties

- Sales Growth
- Go-to-Market Strategy
- Positioning & Messaging
- Sales team building and coaching

Education

- MBA, Arizona State University

Contact Information

Chad Rose
Phone: 602.653.6722
crose@chiefoutsiders.com
www.chiefoutsiders.com