



Chris Carroll

CSO

About Chris

An innovative global strategic executive with deep leadership experience in sales, finance, technology, and consulting, Chris excels at influencing stakeholders, driving partnerships, and achieving superior business outcomes. With a proven track record across globally leading firms and private equity, he takes on difficult business challenges, including global market penetration, strategic management, revenue scaling, sales transformation, and productivity improvement. A strong and empathetic growth-oriented leader, Chris fosters high-performing, cross-functional teams through innovation and change.

How Chris has Helped Businesses Grow

- Grew total deposits by \$2.5 billion at U.S. Bank, exceeding targets by 25% and gaining the #1 retail market share in the St. Louis region by developing and implementing a growth strategy and sales transformation.
- Grew non-interest income by 12% YoY, exceeding the NII target by over 32% spearheading organizational sales enhancements.
- Drove a \$180 million annualized benefit at CITI directing the omnichannel transformation effort from process evaluation and root cause analysis through end-to-end sales implementation to fulfillment origination across 1,245 FTEs.
- Realized a 52% conversion rate improvement redesigning branch and contact center sales processes.
- Achieved a \$25 million lift in non-interest income at UMB Financial mobilizing the development of a cross-bank customer segmentation strategy to support the enterprise-wide customer-centric sales and service transformation.
- Realized a \$15 million annual net revenue improvement and standardized customer experience implementing Lean Six Sigma in client-facing sales and service functions across UMB's national footprint.
- Scaled revenue from \$2 million to over \$150 million annually in four years at Cerner Corporation by aligning the team, focusing on strategic accounts and coaching sales teams to execute value selling.

Executive Experience

- Senior Vice President, Consumer & Business Banking Market President, U.S. Bank
- Senior Vice President - Digital Strategy, CITI
- Vice President, Enterprise Sales & Service Strategy, UMB Bank
- Business Development Executive, Consulting Division, Cerner Corporation

Expertise

Industry Experience

- SaaS
- Professional Services
- Financial Services
- Private Equity

Specialties

- Growth Strategy
- Sales Growth
- Digital Transformation
- International Expansion
- M&A
- Market Penetration and Growth

Education

- MBA, Global Strategy, Washington University in St. Louis - Olin Business School
- MBA, Global Business, Fudan University- Washington University
- Bachelor of Engineering (B.E.), Engineering/Industrial Management, University of Arizona

Contact Information

Chris Carroll
Phone: 816.309.0402
ccarroll@chiefoutsiders.com
www.chiefoutsiders.com