



Chris Lundell

Specialties

- Providing proven, growth-oriented strategist for startup and mid-sized organizations
- Offering insightful business and marketing strategic planning, alignment, innovation and execution for growth companies
- Generating growth strategies through integrated, multi-channel marketing campaigns
- Defining and delivering targeted digital marketing strategies, social media marketing strategies, and marketing automation optimization
- Creating and implementing seamless strategies for sales and marketing
- Optimizing and measuring customer experience (CX) for growth
- Utilizing and synthesizing data analytics, metrics and measurement to define and meet goals
- Offering expertise in ROI and process optimization for technology and software teams

Where Chris Can Help Your Business

A company's growth acceleration can be stalled if leaders do not recognize the patterns, problems, opportunities, and solutions that drive growth in business. Chris can help lead your business to success in the following ways:

- Identifying sales, marketing, and operational challenges inside and outside of your organization, creating measurable strategies to accelerate company growth trajectory
- Uncovering your company's goals and implementing organizational change through marketing re-alignment and strategic execution to achieve them
- Utilizing the power of digital marketing, promotion strategy, brand development, and innovation to drive business and innovate unique value
- Developing strategic, actionable to overcome current obstacles or industry challenges

Success Stories

- Successfully guided Vivint Solar through double digit growth in preparation for IPO, managing the creative and branding process of IPO launch and life as a public company, and developing strategic partnerships and cultivating new routes to market to create balance and greater demand and sales velocity.
- Created new messaging, positioning, and brought clarity to the reason "why" customers should care about Vivint Solar's brand and promise of value.
- At NEXThink, generated operating model and successful sales and marketing execution for North America. Established a channel ecosystem and programs that provided foundational support for the company's growth initiatives, closing several large customers and building a robust and healthy pipeline of qualified and prepared prospective customers.
- Rebranded company established sales and marketing programs that helped accelerate Domo Technologies' growth two-fold, while compressing the sales cycle by 70%.
- Grew Asia Pacific Sales at LANDesk by ~80+% for 5 consecutive years, all while establishing sales and marketing offices and strategic partnership operations in 10 countries.

Executive Marketing Positions

CMO, Vivint Solar

Vice President, Business Development, Vivint Solar

Board Member, Deductr LLC

President, North America, NEXThink

CMO, COO, Domo Technologies

CEO, Corda Technologies

Board of Trustees, Work Activity Center

Vice President, General Manager LANDesk

Vice President, North America, Novell

Director, Asia Pacific, Novell

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Biography

Every chief executive values a solid strategist and thoughtful mentor – and Chris Lundell bears more than 25 years of experience applying his instinctive leadership qualities to a variety of future-forward organizations to inspire growth.

Whether it's guiding teams to success in marketing, sales, operations management, finance, or product management, Chris's career includes a proven track record spearheading leading edge marketing operations and dramatically increasing business growth.

Chris joins Chief Outsiders after three years at Vivint Solar, Inc., where he first served as CMO and Vice President of Business Development, delivering high-impact results in both roles. Prior to his time at Vivint, Chris was responsible for North American start-up operations for Endpoint and User IT Analytics disruptor Nextthink Technology, driving enterprise sales strategies, forming strategic alliances and partnering agreements with top national system integrators, and consulting with various mission-critical organizations.

From 2010-2011, Chris served as Chief Executive Officer of Domo, Inc., formerly named Corda Technologies, fundamentally realigning the company's strategy, organizational structure, and go-to-market talent, positioning the company for hyper-growth. Later, as CMO and COO, he expertly developed integrated 2.0 sales and marketing methodology.

As Vice President and General Manager of LANDESK Software's Asia-Pacific Operations, Chris led the company through double-digit revenue growth over an 8-year period, and rapidly expanded the company footprint within the Asia-Pacific region by launching start-up and growth activities in 10 different ASEAN countries.

Chris's impressive track record also includes various sales and marketing positions at inventive organizations such as information technology company Novell, Inc., including Marketing Vice President of North America, where he successfully led branding and demand generation activities to support the company's \$650 million North America sales quota. Additionally, as Enterprise Sales Manager of WordPerfect Corporation for 6 years, Chris effectively managed sales revenue responsibilities in New York and California and executed multi-million dollar MLA agreements with major government agencies and Fortune 1000 companies.

Chris holds both an MBA in Finance and a Bachelor's Degree in Business Management from Brigham Young University. He currently serves as the Acting Managing Board Member of Deductr, a computer software company that helps business owners with their tax deductions, and enjoys fly-fishing, boating, and family time at his home in beautiful Alpine, Utah.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.