



Chuck Dushman

CMO

About Chuck

Chuck Dushman is a seasoned marketing executive and AI strategist with over 8 years as a Small/Mid-market Executive Marketing Consultant and 23 years in executive marketing at multinational corporations such as GlaxoSmithKline and Bausch & Lomb. A visionary leader with entrepreneurial insight, Chuck creates enduring value through market-driven insights that produce differentiated strategies. A proven B2B, B2C, and B2B2C business executive, he drives successful innovation, strategic and go-to-market planning, integrated and Account-Based Marketing (ABM) strategies, digital transformation strategies, and partnership programs and alliances with industry leaders. A founding member of Chief Outsiders' AI Tiger Team and a former software engineer, Chuck brings a unique blend of technical expertise and strategic marketing insight. His approach focuses on innovative solutions, brand strategy, and aligning sales and marketing with cutting-edge technologies. He has been instrumental in driving growth and value creation through his expertise in AI and digital marketing strategies. Chuck earned his B.S. in Quantitative Business Analysis and his MBA in Marketing and Finance.

How Chuck has Helped Businesses Grow

- Won \$30 million in contracts in just five months at Wellness Coaches developing infrastructure, processes, and systems that incorporated innovative technologies to identify and nurture sales opportunities, improving lead quality and close rate.
- Developed and won awards of over \$5 million in first 3 months at Impact Health building systems and processes to respond to opportunities more efficiently.
- Enabled 10x growth developing an innovation roadmap at Patient Services, including innovation framework with charter and stage gate process, identifying over \$100 million of innovation pipeline potential.
- Certified over 1,000 pharmacists at MD Labs creating a training and certification institute with leading KOLs.
- Built multimillion dollar business at GOhear within two years establishing dispensing locations across 16 states with 100+ primary care physicians. Forged strategic alliances with McKesson Medical Surgical and others.
- Generated over \$100 million revenue at Omron Healthcare through the launch of initiatives into new business segments.

Executive Experience

- Vice President Sales Strategy and Operations, Wellness Coaches/Impact Health
- Vice President Strategy, Innovation and Business Development, Patient Services, Inc.
- Vice President Marketing and Business Development, MD Labs
- President & CEO / Advisor, GOhear LLC
- Director of Retail Marketing/ Director New Business Innovation Group, Omron Healthcare, Inc.
- Chief Marketing & Operations Officer, Sonrisas Plan Dental, LLC

Expertise

Industry Experience

- Healthcare
- Health and Wellness
- Consumer Goods
- AI
- B2B
- Professional Services

Specialties

- Go-to-Market Strategy
- Product Innovation
- Positioning & Messaging
- AI
- B2B Account-Based Marketing
- Brand Strategy
- Channel Strategy
- Sales Growth
- Sales/Marketing Automation/MarTech

Education

- MBA, Marketing & Finance, Indiana University
- BS, Quantitative Business Analysis, Indiana University Bloomington

Contact Information

Chuck Dushman
Phone: 773.919.4138
cdushman@chiefoutsiders.com
www.chiefoutsiders.com