



Craig Wilson

Specialties

- Aligning Business to Prioritized Market Opportunities Using Consumer & Competitive Insights
- Increasing Market Presence and Power via Brand Development & Management
- Maximizing Revenue Through Direct-to-Consumer & Channel Marketing
- Expanding Opportunities with Product and Service Innovation & Management
- Driving Effectiveness via Market Strategy, Planning & Execution Excellence
- Quickly Assisting Start-ups to Reach New Markets, New Businesses, with New Products and Services
- Assuring Financial Accountability with Rigorous Marketing ROI
- Developing People to their Fullest Potential via Training, Coaching & Mentoring

Where Craig Can Help Your Business

- Increase revenue by discovering your targets' unmet needs and your competitive opportunity
- Expand opportunities by creating a unique brand space in your marketplace
- Ensure market alignment, bringing a fresh perspective to your business
- Building organizational alignment to improve topline and bottomline results
- Fulfill unmet targets' needs
- Ensure achievement of business goals
- Reduce risk by navigating uncharted territory, quickly, using decades of experience
- Invest efficiently and effectively in marketing to drive profitable results

Success Stories

- Achieved 60K new customer enrollments with ROMI (Return on Marketing Investment) in excess of \$15 million – reduced CTA (Cost to Acquire) by 14%, improved sales conversion 12% and improved ROMI by 28% in one year.
- Led development and activation of a company mission and brand value proposition, and successfully developed first formal marketing and sales planning process for a start-up company focused and aligned for growth.
- Delivered \$100 million in incremental revenue over a 3-year period and achieved \$200K in annual cost savings by streamlining marketing collateral and activating a seamless elegant website of marketing tools for sales professionals.
- Achieved \$1 million in cost savings annually and improved communication quality, marketing capabilities and brand equity through implementation of a new corporate-wide email platform.
- Attained \$32.7 million in incremental pricing improvements exceeding target by 23% over 2 years by training and supporting account executives handling over 50 targeted accounts across the globe.
- Consulted and coached global business unit managers on marketing planning, product development, pricing strategy and tactics, and market research best practices in the United States, Europe, China and Brazil.
- Achieved top marketing share in a consumer specialty market – increasing sales 18% and profitability 29%, while reducing SKUs 30%.
- Researched, developed and launched a branded industrial product line that doubled annual sales from \$17 million to \$33 million in four years producing \$24 million in contribution margin.

Executive Marketing Positions

Executive Marketing Consultant (External), CIGNA Health and Life Insurance Company

Vice President of Direct Marketing, North American Power and Gas, LLC

Vice President of Retail Marketing, The Travelers Companies, Inc.

Vice President, Product Management, The Travelers Companies, Inc.

Director of Corporate Marketing, International Paper Company

Product Manager, Duracell Inc.

Marketing Manager, Stanley Black & Decker-Hardware Division

Marketing Manager, Eversource Utilities Service Company-Select Energy Division

Contact Information

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Biography

Craig has over 30 years of experience across diverse companies and industries in B2C and B2B (Healthcare/Property Casualty Insurance, Retail Energy, Forest Products, Consumer Package Goods, Consumer & Industrial Durables) - activating company missions, launching products, product lines, services, start-up businesses, brands and communication campaigns by leveraging traditional and digital marketing tools.

Craig thrives being “comfortably uncomfortable” recognizing that significant growth in revenue and profit may come by taking uncharted pathways with insights discovered from target audiences’ unmet needs. Throughout Craig’s career he has delivered hundreds of millions of incremental dollars in revenue and profit to the companies that he has served by aligning insights, mission, brand, strategy, process and discipline.

Craig’s leadership success has been achieved by his approach that ‘No one of us is as good as all of us.’ “I have found that combining an insightful understanding of target audiences while engaging and inspiring internal stakeholders to align and collaborate is mission critical. More often than not, I have learned that the answers to complex business challenges lie within the knowledge, intellect and willingness of employees, partners and clients.” Craig has a proven track record of leading passionate high-performing business teams to deliver exceptional revenue and profit results.

Craig and his family divide their time between their home in Connecticut and the beach on Cape Cod, Massachusetts. Craig is a jogger, musician, is involved in community service and enjoys spending time with his family and friends.



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.