



# Dave Mathews

CMO

## About Dave

Dave leverages his extensive direct-to-customer (DTC) experience (sporting goods, computer hardware, consumer electronics, supplements, pet supplies, premium gifts, imaging supplies) to help B2C and B2B businesses increase sales, margins, and EBITDA by expanding customer counts, improving marketing ROI, and implementing industry best practices. Dave applies his strong strategic, operating, and analytical skills to drive multi-channel marketing excellence and omnichannel revenue growth.

## How Dave has Helped Businesses Grow

- Increased annual sales 3X the industry average and improved EBITDA 3X at Thompson Cigar with product margin gains and operating cost reduction initiatives.
- Increased annual EBITDA from \$39 million to \$89 million at Orchard Brands.
- Improved accountability, reduced operating costs, and added new doctors (brands) after 10 years of product development stagnation restructuring Healthy Direction operations. Diversified offline marketing channels and eliminated 33% of SKUs.
- Increased direct channel sales from \$350 million to \$1.5 billion at Circuit City over a 28-month period. Oversaw the rapid expansion of Fire Dog, the highly profitable services business to compete with Best Buy's Geek Squad.
- Drove annual sales from \$250 million to \$2 billion over 24 months in Dell Computer's DHS Division (Consumer Sales) via eCommerce and call center channels. Achieved unit growth 3X the industry average and significant market share gains.
- Helped expand annual sales from \$300 million to \$1.2 billion leading catalog, eCommerce, and international teams at L.L. Bean.

## Executive Marketing Experience

- CEO, Online Tech Stores (PE owned)
- Managing Director, Thompson Cigar
- Chief Marketing Officer, Harry & David
- SVP, E-Commerce, Petco (PE owned)
- CEO, Healthy Directions (PE owned)
- President & COO, Orchard Brands (PE owned)
- Chief Marketing & Merchandising Officer, Circuit City
- SVP/President, Circuit City Direct
- Marketing Director, Dell (U.S. & Europe)
- Director / GM, LL Bean - Ecommerce

## Expertise

### Industry Experience

- Specialty Retail
- Consumer Goods
- Technology
- Private Equity

### Specialties

- Strategic Marketing
  - » Target Customer Segments
  - » Brand Positioning
  - » Customer Value Proposition
- Marketing Execution
  - » Demand Generation
  - » Multi-channel Marketing (print and digital)
  - » Omnichannel Sales (eCommerce, call center, retail stores, field sales)

## Education

- BA, Economics, University of Maine

## Contact Information

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