



Dawn Bradshaw

CMO

About Dawn Bradshaw

A seasoned, high-impact revenue leader, Dawn develops successful go-to-market strategies, builds growth engines that deliver, and transforms marketing teams and functions.

An effective change agent, she leads businesses through digital transformation, post M&A integration, and building marketing strategies, functions, and teams from the ground up. With deep full-spectrum marketing experience, Dawn cultivates customer and market insights, develops successful marketing strategies to position products and solutions, and builds powerful brand stories and customer experiences that deliver. Dawn excels at translating complex products and services into compelling customer narratives that drive acquisition and retention.

Dawn transforms marketing operations to drive cost savings and leads omni-channel optimization to deliver ROI. With an entrepreneurial spirit, Dawn has a passion for growing businesses with limited resources, translating business goals into marketing strategies, and building and scaling high-performing teams and initiatives to turn around businesses and drive growth.

Dawn brings 30 years of corporate and agency expertise to solve the problems that keep CEOs up at night. She doesn't just advise—she rolls up her sleeves, builds what's missing, and leaves organizations stronger, smarter, and more profitable.

How Dawn has Helped Businesses Grow

- Accelerated growth by completely transforming the marketing program, team, strategy, and go-to-market approach, delivering 20% revenue growth in the first year for CURE Childhood Cancer, a Georgia-based nonprofit.
- Launched awareness and acquisition campaign with a test and learn approach. The campaign took CURE from being a local nonprofit, expanding to a national audience, proving propensity for national donor revenue. At launch, 80% of website traffic was driven by the campaign, increasing monthly visitors from 16K to 80K. Within 18 months, the campaign was driving enough revenue to pay for itself.
- Drove 10% growth over prior year, after a six-year decline, relaunching the brand and leading a turnaround for declining business in a shrinking market at Adtalem Global Education.
- Delivered a volume increase of \$2.2 billion for Wintrust, a regional financial institution, by transforming marketing strategies and team, and building a lead gen engine to support business goals and growth.
- Increased prequalified volume opportunity for the Consumer Direct team by \$530 million in first six months, by implementing new omni-channel digital marketing strategies for Wintrust Mortgage.
- Drove \$1 billion volume increase by implementing a new CRM solution to enhance sales enablement and promote growth goals, supporting 230+ loan originators.

Expertise

Industry Experience

- Financial Services
- Technology
- SaaS
- Fintech
- Education
- Nonprofit
- Building Products
- B2B and B2C
- Regulated Industries
- PE-Backed Portfolio Companies

Specialties

- Growth Strategy
- Brand Strategy/Refresh
- Go-to-Market Strategy
- Demand Generation
- Digital Transformation
- Omni-Channel Integration and Optimization
- Brand/Product Launch
- Value-Prop, Positioning, and Messaging
- Marketing Technology, Operations, Innovation, and Automation
- Org Design, Building and Scaling Teams
- Post M&A Integration
- Content and Thought Leadership Strategy & Development
- Sales Enablement
- Market Research & Consumer Insights

Contact Information

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How Dawn has Helped Businesses Grow (cont.)

- Delivered \$2M in cost savings by bringing together multiple siloed marketing teams post-acquisition, restructuring as a shared services team supporting 4+ business units at First American Title. Aligned brands and go-to-market strategies across multiple business units, redefining the brand narrative with the customer at the center and building sales enablement tools and assets to better support outbound marketing.
- Led voice-of-the-customer research to help the company better understand its customers, bringing valuable insights to reposition the brand and accelerate growth for a PE-backed company, Keltec Technolabs (a Vance Street Capital portfolio company).
- Offset \$3.3 million in costs and built sales enablement and outbound marketing programs by implementing a CRM solution to support the needs of 100 national campuses at Adtalem Global Education.
- Slashed marketing spend by \$1.1 million in first fiscal year by building a robust internal creative agency from the ground up, including talent and infrastructure to execute at speed and scale.
- Led digital transformation—enterprise-wide implementations and management of marketing automation, CRM systems (Salesforce, HubSpot, Total Expert), analytics platforms, and integrated tech stacks.

Executive Experience

- Chief Marketing Officer, CURE Childhood Cancer
- Vice President of Marketing, First American Title
- Chief Marketing Officer, Wintrust Financial
- Vice President, Brand Strategy, Content & Digital Marketing, Adtalem Global Education
- Founder, Managing Director, Cadence Communications & Consulting
- Professor, Marketing & Graphic Arts, The Art Institutes

Education

- BS, Advertising, Ball State University
- Pursuing MBA, Keller Graduate School of Management
- Organizational Excellence Cert (LDIOE), Stanford University Graduate School of Business