



Doug Rainbolt

Partner & CMO

About Doug Rainbolt

Doug is a Chief Outsiders Partner & CMO and trusted advisor to CEOs. With a sharp sense for the high valued problems calling for solutions, learned through deep insight, he helps companies position themselves through products and messaging, to earn the right to be called preferred suppliers. He applies his product management, product marketing, strategic planning, multicultural and executive leadership skills to help guide entrepreneurial teams focused on business strategy, growing profits and transforming the organization.

How Doug has Helped Businesses Grow

- Created the path to a successful exit; with ESI acquiring the company in January 2016, initiating a strategic data-driven pivot when leading Mineset, Inc.
- Transformed a business unit into one of SGI's most profitable segments, restructuring SGI's storage business, refocusing the team on the most strategic products, markets, and partnerships.
- Achieved significantly higher ASPs, total revenue and gross margins, closely collaborating with Alacritech CEO in transforming the company; taking it from being a supplier of server component products to a supplier of system level solutions.
- Contributed over \$15 million dollars to the bottom line when leading targeting and negotiating IP licensing opportunities at Alacritech.
- Grew switch revenue from approximately \$30 million to over \$100 million in 12 months bringing to market the Spherion line of fabric switches that revolutionized the industry; delivering the first scale-on-demand architecture at McData (Acquired by Brocade).
- Successfully integrated multiple business units and operating functions to build a credible plan, leading corporate Strategic Planning process for SGI.

Executive Marketing Experience

- General Manager and Mineset, Inc. President, SGI
- VP of Marketing, Alacritech
- VP of Marketing, Intransa
- VP of Switch Products, McDATA
- General Manager, Brocade Communications
- Senior Director of Sales and Marketing, Exabyte
- Director of Product Marketing, Tektronix
- Director of Americas and Asia Pacific Sales and Marketing, Tektronix

Expertise

Industry Experience

- SaaS
- Technology
- Industrials
- Energy

Specialties

- Growth Strategy
- Market Penetration & Growth
- Go-to-Market Strategy
- Messaging
- Storytelling
- Data Analytics

Education

- MBA, Finance, University of Portland
- B.S. Business, Accounting, Economics, Portland State University - School of Business

Contact Information

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Clients Served

- Kinematics Manufacturing (Industrial Automation)
- Serpico Landscaping (Construction)
- Cordant Wealth Partners (Investment Management)
- Forrest Paint Co (Chemicals)
- VFS Fire & Security Services (Construction)
- Apollo Machine & Welding Ltd (Oil & Energy)
- 3 Phases Renewables Inc. (Renewables & Environment)
- Avangard Innovative (Management Consulting)
- MOOL (Individual & Family Services)
- United Plastics Group (Electrical/Electronic Manufacturing)
- HG Insights (Information Technology)
- Analytical Sensors and Instruments Inc. (Manufacturing)
- Nelson-Miller, Inc. (Electrical/Electronic Manufacturing)

Published Works

- [The Marketing Podcast for Financial Advisors: How to Become a Specialist Advisor](#)
- [Are CFOs from Mars and CMOs from Venus?](#)
- [When do I need to Hire a Product Manager?](#)
- [Lessons in Innovation: The Customer Development Team's exposure to Prospective Customers](#)
- [Managing the Uncertainty in New Markets](#)
- [The CEO's Challenge of Staying Relevant in an Accelerated World](#)

Client Case Studies

- [McDATA Corporation - Marketing & Engineering Collaborate to Become Market Leader](#)