



# Doug Vaughan

CMO

## About Doug

A revenue growth marketer, Doug partners with owners and executives to drive profitable growth through innovative go-to-market strategies, differentiated positioning and proven marketing programs executed with precision. A data-driven marketing executive, he utilizes his expertise to convert market and customer insights into actionable growth strategies and build high-performing teams that deliver results. Doug brings deep functional expertise in digital demand generation, product launch acceleration, strategic positioning, and storytelling that helps companies break through the noise.

## How Doug has Helped Businesses Grow

- Increased marketing contribution to the sales pipeline 98% annually while reducing marketing expenses 15% by digitally transforming the demand system of a \$700M manufacturer.
- Doubled revenue and increased operating margins 50% over 6 years, reigniting growth in HP's legendary printer business, by redirecting marketing strategy to penetrate emerging opportunities in digital imaging, publishing and enterprise managed services.
- Revitalized the reputation of a declining 3D printing company and repositioned it for growth through targeted vertical go-to-market strategies to leverage emerging opportunities in healthcare, automotive, aerospace, and durable goods.
- Redefined product marketing launch model for various companies to expedite time-to-revenue and increase revenue contribution of new introductions.
- Built national marketing playbook and refined storytelling of social non-profit to grow funding to increase the number of youths served five-fold over five years.

## Executive Marketing Experience

- SVP and Chief Marketing & Communications Officer, 3D Systems
- Co-Founder and Principal, Small Batch Marketing (strategic marketing and communications consultancy)
- VP of Marketing & Communications, Hewlett Packard
- Fractional CMO, Friends of the Children

## Expertise

### Industry Experience

- Technology
- Industrials
- Engineering
- Advanced Manufacturing
- 3D Printing

### Specialties

- Digital Transformation
- Market Penetration & Growth
- Demand Generation
- Sales & Marketing Alignment
- Brand Strategy/Refresh
- Positioning & Messaging
- Omni-Channel Marketing

## Education

- B.S. Technical Journalism, Oregon State University

## Contact Information

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