



# Ed Valdez

Partner & CMO

## About Ed

Ed is a metric-driven CMO who enables growth that is powered by data (Voice of Customer-focused), scaled by automation and optimized with analytics. By adapting a blend of Fortune 500 and lean startup processes, Ed uses field-proven strategies to accelerate growth, foster collaboration, spark innovation, enhance customer experience and create a sustainable competitive advantage.

## How Ed has Helped Businesses Grow

- Increased US sales 10X and international sales 2X within 3 years at Parrot. Enabled the creation of the first Bluetooth™ products category/aisle at top retailers and telcos. Led US executive team that helped drive the launch of the IPO.
- Achieved \$1 billion in sales and reduced COGS by half from the previous mobile platform launching the first RAZR platform at Motorola. Defined global market requirements, competitive positioning and pricing tiers. Developed a roadmap for a joint project with Apple that evolved into the first iPhone.
- Increased sales 30% in one year by consolidating multiple solutions and channels of a major software development firm into a mobile first retail focus for Lululemon, Neiman Marcus and other top retailers.
- Generated 35% year-on-year sales revenue growth that led to an acquisition by redefining the vision, mission, corporate strategy and executing the implementation plan of a large digital media provider for the health, insurance and utility markets.
- Mentored entrepreneurs and startup teams from seed stage through Series C, M&As and IPO to accelerate sales revenue growth, establish thought leadership, refine competitive positioning, improve CX/UX and develop exit strategies. Also worked with Fortune 500 Corporate Venture Capital teams to define and execute startup investment/acquisition strategies. Helped raise over \$100 million for many startups/SMBs including two that received Shark Tank funding.

## Executive Marketing Experience

- Chief Innovation Officer, Momentus (a Softvision company)
- President/COO of Parrot N.A. (French wireless and drone company)
- Vice President, Solutions Marketing, SUN Microsystems (now Oracle)
- Global Director of Marketing, Motorola

## Expertise

### Industry Experience

- Healthcare
- SaaS
- Technology
- Retail
- Wireless/  
Telecommunications

### Specialties

- Market Penetration & Growth
- Competitive Strategy
- Go-to-Market Strategy
- Digital Transformation

## Contact Information

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## Published Works

- [The Net of Profitability: How to Use the Net Promoter Score Now to Grow Your Business](#)
- [Infographic: 5 Social Media Insights from My Viral LinkedIn Post with Over 120,000 Views](#)
- [How Does Your Brand Positioning Measure Up?](#)
- [5 Ways Customer Experience can Influence Sales Growth \[Infographic\]](#)

## Clients Served

- Solugenix (Staffing and Recruiting)
- Canvass Analytics (Industrial Automation)
- Center for Music Therapy Inc (Medical Practice)
- Silicon Integration Initiative, Inc. (Non-Profit Organization Management)
- BlockWave (Computer Software)
- Salient Systems (Computer Software)
- Healthpointe Solutions (Health and Wellness)
- Revealix (Medical Devices)
- Fit Plan (Fitness)

## Education

- BSEE, Massachusetts Institute of Technology (MIT), Boston, MA
- Executive MBA, University of Texas, Austin, TX
- Entrepreneur Leadership Program: Innovation and Entrepreneurship, Stanford University Graduate School of Business, Stanford, CA