



Gary Fassak

Partner & CMO

About Gary

Gary helps small and mid-cap business owners and CEOs define their company vision and achieve their growth goals. He uncovers new insights by understanding your customer's journey. He will define your competitive advantage, integrate digital strategy, get marketing and sales working together, get sales focused on what matters with customers, and lead execution efforts that get results. His experience at both large and small businesses in a range of industries enables him to quickly partner with you to find quick wins and longer term, consistent growth.

How Gary has Helped Businesses Grow

- Created new sales and profit growth at client facing three year flatlined sales. Identified high growth potential customers and a plan to grow them, defined new product and service categories, restructured distribution and simplified product line at \$200+ million B2B distributor and manufacturer.
- Created \$50 million of year-one growth with launch of new eCommerce business and a simple "ladder" framework to get sales focused on the right products with the right customers at national B2B provider of refreshment services.
- Doubled revenue growth and tripled profit growth. Expanded core business into new strategic spaces and new channels, created innovation engine launching 10 successful new products, including a new \$55 million platform at American icon B2C brand.
- Restructured marketing organization to target tripling profit. Plan focused on a modular, disciplined service menu tightly aligned with customer needs and contracted scope. Benchmarked staffing, identified what the company was best at delivering, and outsourced non-competitive areas for B2B service provider.

Executive Marketing Experience

- Senior Vice President, General Manager, Home Furnishings FXI/Foamex Innovations Inc.
- Vice President, Sales and Marketing, Aramark Corporation
- Chief Operating Officer, Philadelphia Zoo
- Chair, Global Operating Committee and Vice President Marketing, Sales, R&D; Crayola (Division of Hallmark Inc.)
- Vice President Marketing, Flagship Soup Division, Campbell Soup Company
- Vice President Sales, Campbell Soup Company
- Brand Management, Procter & Gamble Company

Expertise

Industry Experience

- Professional Services
- Manufacturing
- Consumer
- Food & Beverage
- Consumer Goods

Specialties

- Growth Strategy
- Market/Consumer Insight
- Brand Strategy/Refresh
- Product Innovation

Education

- Bachelor of Arts, Economics, Cornell University (Ithaca, NY)
- MBA, Cornell University Johnson School of Business (Ithaca, NY)

Contact Information

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Clients Served

- Dutch Valley Food Distributors Inc. (Food & Beverages)
- Association Headquarters, Inc. (Non-Profit Organization Management)
- The O'Connor Group (Staffing and Recruiting)
- The Avoca Group, Inc. (Pharmaceuticals)
- First Keystone Community Bank (Financial Services)
- Direct Manufacturing Company (Industrial Manufacturing)

Published Works

- [Don't Reinvent the Wheel: Seven Simple Steps to Delighting Your Customers](#)
- [How to Build a Customer-Centric Organization and Avoid Technology Fails](#)
- [Better Living Through AI: How Computers Will Improve the Service Experience](#)
- [What a Super-Jumbo Failure can Teach Us about Planning Ahead](#)
- [Six Questions to Diagnose Customer Service Issues At Your Company](#)

Client Case Studies

- [Dutch Valley Foods - Growth Engine for a Purpose-driven Bulk Foods Distributor](#)