



Jack Bowen

CMO

About Jack

Jack specializes in developing direct-to-consumer growth strategies and optimizing sales performance across multiple sectors. With a solid background in large-scale operations at companies like GM while applying a hands-on, versatile approach, he adeptly navigates the challenges of organizations of all sizes. Jack's data-driven insights enhance the effectiveness of integrated sales and marketing teams. Known for his dynamic leadership and robust network, he has a proven track record in launching successful products and services. He excels in building organizations from the ground up and implementing advanced AI/ML analytics to boost sales conversion. He is always ready to roll up his sleeves and tackle the fundamentals alongside his teams.

How Jack has Helped Businesses Grow

- **Enhanced Prospect Engagement:** Boosted prospect acquisition quality and efficiency by 30% applying high-value customer analysis and ultimately implementing a cutting-edge sales propensity model.
- **Innovated Lead Generation Technology:** Spearheaded the development of a lead generation and acquisition SaaS solution significantly enhancing transactional profitability and growth for both OEMs and retailers/franchisees.
- **Aligning Marketing & Sales:** Drove a 30% improvement in sales by aligning high-value customers with high-performing (efficient) contact sales staff.
- **Digital Marketing Alignment:** Achieved a 40% improvement in key performance marketing efficiencies across multiple e-commerce brands by aligning target segment needs with distinctly aligned landing page content.
- **New Product Development:** Launched multiple brands across industries. Implementing voice of customer process mapping, new product/service offerings, and integrated go-to-market strategies.
- **Digital Ad Efficiency:** Cut lead acquisition expenses by 20% over multiple e-commerce businesses by eliminating underperforming search campaigns and optimizing the budget for higher yields.
- **Digital Competitive Assessments:** Optimized the company's ability to provide efficient analysis comparing client brand position in the market with key competitive brands.

Expertise

Industry Experience

- SaaS
- Education
- Consumer
- Automotive
- e-commerce
- Home Repair & Restoration Services
- Online Education
- Automotive Services & Retail

Specialties

- Demand Generation
- Sales & Marketing Alignment
- High-Value Customer Alignment
- Marketing Organization Realignment

Education

- MS, Systems Management, University of Southern California
- BS, Engineering, West Point

Contact Information

Jack Bowen
Phone: 248.630.5115
JBowen@chiefoutsiders.com
www.chiefoutsiders.com

Executive Experience

- CMO, Author Solutions
- CMO, Harrison College
- CMO, Academix Direct
- President of Marketing & Advertising, CMO, Education Management Corporation
- Consulting Executive, Managing Partner, Acxiom Corporation
- CMO, Urban Science Applications
- General Manager, Digital and Direct Marketing, General Motors Corporation
- General Manager, GM Cardmember Services, General Motors Corporation