



Jack Bowen

CMO

About Jack

A global CMO and product strategy and requirements executive with leading-edge analytics, SaaS, and consulting experience, Jack develops benchmark lead solutions. Energetic, accomplished, well-connected, and results-driven with a proven track record, he launches highly successful consumer products with full P&L responsibility, builds zero-based organizations and implements AI and ML-based analytics driving conversion to sales. Diagnosing complex problems and creating a vision for their solution, Jack manages profit/revenue, and successfully develops and leads cross-functional, integrated sales and marketing teams.

How Jack has Helped Businesses Grow

- Drove 30% improvement in student prospect acquisition quality/efficiency by shifting to a 'total cost of acquisition' financial model coupled with successful student propensity modeling at Education Management Corporation.
- Drove transactional profitability and growth conceiving and establishing a robust data-centric lead acquisition SaaS Solution at Urban Science Applications.
- Drove over 2,000,000 of GM's annual retail vehicle sales by leading General Motors' unified direct and digital marketing, including interactive, online, and traditional database, direct marketing and variable C&I investment.
- Doubled retail program sales lift at greatly reduced expense by implementing data-driven targeting, implemented via GM's first-ever customer segmentation strategy and structure.
- Created over 2,000,000 new customer relationships by launching two new GM card extensions, including check/debit and business cards, at GM Cardmember Services.
- Reduced lead acquisition expense 17% , eliminating non-performing SEM lead campaigns at Author Solutions.
- Drove 40% improvement in key performance marketing efficiencies at Harrison College via targeting analytics and landing page differentiation.

Executive Marketing 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

Expertise

Industry Experience

- SaaS
- Education
- Consumer
- Automotive
- e-commerce

Specialties

- Omni-Channel Marketing
- Sales/Marketing Automation/MarTech
- Performance Marketing
- Marketing Analytics
- Performance Optimization

Education

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

Contact Information

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