



Janet Roberts

Executive Marketing Positions

Chief Marketing Officer, Syniverse

Corporate Vice President, Global Marketing & Communications, Telcordia (now Ericsson)

Vice President, Marketing Communications, 360networks

Vice President, Marketing, De La Rue plc

Head of Marketing, AT&T Undersea Cable Systems

Education

University of Alabama Manderson Graduate School of Business MBA in Marketing (Graduate Council Fellow)

University of Alabama BA in Psychology magna cum laude

Executive education courses, Kellogg School of Management and Thunderbird School of Global Management

Contact Information

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Specialties

- Marketing and business growth strategy
- Strategic agility and cross-functional alignment
- Corporate transformation via agile marketing programs
- Accelerated expansion into international markets
- B2B and B2B2C marketing for technology companies
- Product launch & go-to-market programs
- Global brand, market and product positioning
- Efficient evaluation and allocation of talent and resources
- Acquisition evaluation and integration

Where Janet Can Help Your Business

- Defining, aligning and executing strategy
- Identifying market forces, competition, differentiators, threats & opportunities to drive revenue growth
- Implementing processes to help companies “think global & act local” as they expand operations and grow internationally
- Understanding prospects, customers, influencers and investors, and shaping company and market positioning according to stakeholder needs
- Building successful brands, transforming perceptions, optimizing positioning and propelling innovative content through diverse channels
- Working with the CEO and Leadership team to articulate and cascade strategy and positioning
- Defining product positioning, simplifying complex value propositions and launching new products and services through effective go-to-market programs
- Positioning companies for equity events and pre- and post-M&A activity

Success Stories

- Established marketing organization and infrastructure that supported mobile provider's expansion from North America to about 200 countries, scaled marketing as company added operations in 35 countries and integrated 5 acquisitions, resulting in 3x revenue growth to nearly \$1 billion.
- Conceived and implemented a comprehensive positioning program to build substantial brand equity in advance of company sale that achieved 45% premium over share price.
- Created product marketing organization to perform market and competitive assessments and define value statements in support of product launch and go-to-market programs, resulting in improved market share, Accelerated market acceptance through securing numerous industry awards for new products & services, customer collaboration and leadership.
- Executed integrated and consistent awareness and product positioning program for software provider's entry into new geographic markets resulting in \$50 million added revenues in Latin American and 3x revenue growth in Europe in 2 years.
- Worked across organizational lines to simplify the operations software provider's complex product portfolio into customer-centric standalone modules to enable customers to improve speed to market and value to their customers (B2B2C) resulting in accelerated revenue and lower operational costs.
- Defined new segmentation model at AT&T to identify significant market opportunity in untapped markets, resulting in 100% increase in revenue.

Biography

Janet Roberts is a technology marketing professional known for supporting company transformation during rapid organic and M&A growth through agile marketing programs.

She has successfully propelled expansion into new markets on a global basis and is skilled at prioritizing marketing resources for maximum impact.

Janet served as Chief Marketing Officer of Syniverse Technologies, with responsibility for product marketing, strategic planning and corporate and marketing communications. During her tenure, the company expanded into new markets, achieved 3X+ revenue growth, completed 5 acquisitions and was acquired by private equity. Janet completely rebranded the company to articulate its complex value proposition to diverse global audiences, earning numerous industry awards.

Janet previously was Corporate Vice President of Global Marketing and Communications for Telcordia Technologies (now Ericsson) which was acquired by private equity during her tenure. A new strategy to reposition the brand, simplify the company's complex product portfolio and focus on supporting customers' revenue growth and operational efficiency achieved CAGR of 20%. Major

successes were 3X revenue growth in Europe, increased revenue in Latin America to \$50M and explosive growth of wireless to over \$100 million in two years.

Prior to joining Telcordia, Janet served as Vice President of Marketing for broadband start-up 360networks and as Vice President of Marketing for London-based De La Rue plc which provides cash supply chain services, citizen identity solutions and product authentication solutions. She began her career at AT&T where she led marketing for the undersea fiber optics unit and authored a business plan focusing on global expansion that grew revenue to over \$1 billion. *Mobile Marketer* has recognized Janet as one of the publication's Women to Watch in Mobile.

Janet graduated *magna cum laude* with a BA from the University of Alabama and was elected to Phi Beta Kappa. She earned an MBA in marketing from the University of Alabama Manderson Graduate School of Business where she was named a Graduate Council Fellow. Janet is based in Atlanta.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.