



Jeff Larson

CMO

About Jeff Larson

An accomplished marketing executive, Jeff brings a track record of driving business results for some of the world's most iconic brands, including Princess Cruises, Disney Parks, and Golf Channel. His secret to unlocking growth is his ability to connect with consumers and create powerful brand stories rooted in business strategy and consumer insight. A consumer-centric marketing executive, Jeff balances the "art and science" of marketing by bringing a combination of strategic, analytical and creative skills to every marketing challenge he tackles, ensuring the right message is delivered at the right point in the consumer journey.

How Jeff has Helped Businesses Grow

- Booked the most guests ever in 2023 at Princess Cruises. Quickly regained full occupancies after a "restart" post industry 'pause' despite a massive redeployment that increased North American capacity by 30%.
- Delivered record levels of brand demand at Princess driving website visitation up 50%, organic search up 119%, and direct traffic up 39%.
- Created a \$12 million business at Golf Channel launching new GOLFPASS digital subscription brand, growing subscriptions 30% over legacy memberships.
- Generated a \$10 million impact with records in revenue, rounds and bookings from new users (+20%), reversing 3-year decline in flagship GOLFNOW business by launching a new digital acquisition strategy.
- Drove 85% increase in resort-wide revenue over 5 years at Disneyland Resort, delivering 5 years of record revenue with 100% margin growth and less reliance on discount pricing following the Great Recession.
- Drove 73% attendance increase at Disney California Adventure park (DCA) and 23% increase in attendance resort-wide by transforming the under-performing park.

Executive Experience

- Chief Marketing Officer, SVP Marketing and Brand Strategy, Princess Cruises
- Vice President, Consumer and Business Engagement, Golf Channel
- Vice President, Content Planning & Development, Walt Disney Parks And Resorts
- Vice President, Marketing Strategy, Disneyland Resort, Walt Disney Parks And Resorts
- Vice President, Global Advertising, Walt Disney Parks And Resorts

Expertise

Industry Experience

- Hospitality/Travel/Entertainment
- Consumer Goods
- Consumer
- Food & Beverage

Specialties

- Brand Strategy/Refresh
- Positioning & Messaging
- Market/Consumer Insight
- Go-to-Market Strategy
- Digital Strategy
- Media Mix Strategy
- Creative Agency Management

Education

- MBA, University of Minnesota
- BSBA, University of Minnesota

Contact Information

Jeff Larson
Phone: 407.341.4140
JLarson@chiefoutsiders.com
www.chiefoutsiders.com