



# Jeff Frank

## Executive Marketing Positions

*Vice President of Marketing,*  
Nuance Communications

*Senior Vice President and Chief Marketing Officer,* Stream Global Services

*Vice President of Marketing,*  
Lawson Software

*Head of Market Development,*  
Lawson Software

*Director of Product Marketing,*  
Cerner Corporation

## Education

MBA, St. Cloud State University -  
Herberger Business School

BS, General Business, St. Cloud  
State University - Herberger  
Business School

Healthcare Strategic Leadership  
Development Program,  
Northeastern University

Pragmatic Marketing certifications:  
Foundations, Product  
Management, Product Marketing

## Contact Information

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## Specialties

- Organizational design and implementation
- Brand
- Go-to-market strategy
- Demand generation and pipeline acceleration
- Customer experience
- Sales enablement
- Digital and content marketing
- Commercial launch
- CRM and marketing automation
- M&A due diligence and integration
- Business process outsourcing
- Software/technology/SaaS/cloud
- Healthcare and service-based industries

## Where Jeff Can Help Your Business

- Developing go-to-market strategies to maximize growth opportunities
- Evaluating marketing structure and processes, and implementing best practices
- Recruiting, training and developing a high-performance marketing team
- Developing unique and powerful branding, positioning and messaging
- Driving client-in thinking across a company leveraging a portfolio of customer experience tools
- Developing best-in-class demand generation and pipeline acceleration programs
- Improving sales performance through a tailored sales enablement program
- Commercial launch of new products and services
- Implementing marketing automation technology and analytics to improve ROI
- Establishing and maintaining thought leadership among key constituents in the market
- Transitioning software companies to a SaaS (subscription revenue) business model and/or cloud platform
- M&A due diligence and integration planning and execution

## Success Stories

- Track record of building high performance marketing teams; drove innovation and process improvements that have consistently produced a 15X-25X marketing ROI.
- Brand owner at three companies leading major initiatives at each organization; developed and successfully launched a new brand for Nuance Communications.
- Improved Nuance Communications pipeline and sales performance through industry best practices; 2016 results:
- Improved marketing contributions to pipeline by 40%, contributing \$197 million in new pipeline.
- Grew marketing-sourced revenue by 78%, contributing \$137M in revenue.
- Achieved 83% marketing influence on pipeline and revenue.
- Implemented a new sales enablement program at Nuance Communications recognized by the CEO as the best in company history.
- Consistently achieved best-in-class standards of 25-50% marketing-sourced revenue and 75-80% marketing-influenced revenue.
- Established and led successful customer experience programs at three companies.
- Led a communications team that achieved a share-of-voice five times greater than Lawson Software's market share. campaign including PR, digital, blogging, events and affinity locations to drive broad awareness and trial amongst target audiences.

# Biography

## **Jeff Frank is an accomplished marketing executive focused on customer success and company growth.**

He drives business success through the alignment of strategy, capabilities and culture. Jeff has more than 25 years of experience in technology, software and professional services focused on healthcare and other service-based industries. Jeff has a strong understanding of overall business drivers and is able to effectively balance short-term objectives with long-term organizational vision.

Jeff spent the early part of his career developing his marketing skills and experience in several healthcare technology startups. He spent six years with Summit Medical Systems helping the company grow revenue from \$2 million to over \$20 million.

While at Cerner Corporation, Jeff developed a pricing and packaging team and designed and successfully implemented a new enterprise pricing model. He also established a product marketing team that drove Cerner's transition to a new integrated enterprise software platform, helping the company increase revenue from \$378 million to \$752 million over three years.

Jeff joined Lawson Software shortly after the company went public. He spent his first two years focused on revenue growth and brand awareness for the healthcare business unit. Based on his success in the healthcare business, Jeff was promoted to an industry marketing leadership role encompassing all business units: Healthcare, public sector, retail, financial services and professional services. Jeff was selected by the CEO to lead the overall marketing organization during a senior leadership transition. During this time he successfully planned and implemented the marketing integration for the acquisition of Intentia International, a company the same size as Lawson. Jeff was promoted to vice president following his successful interim role and assumed worldwide marketing responsibilities for the service industry business units that represented 60% of Lawson's revenue.

Jeff joined Stream Global Services when the company was going through a major senior leadership change and restructuring. He rebuilt a marketing function that had been largely eliminated, aligning the group around four pillars: Brand, customer experience, community and industry relations, and demand generation. Jeff led the successful development and launch of a new company brand that was fully integrated with Stream's employer-of-choice program, company web properties and public relations strategy.

Jeff was recruited to Nuance Communications to build a marketing organization aligned with a new go-to-market strategy for the healthcare division. He led a group organized around brand, demand generation, digital and content marketing, sales enablement and customer experience. Jeff's initial focus was on strengthening the relationship between sales and marketing and building a best-in-class revenue engine. Jeff was a leader in Nuance's transition to a client-focused, solutions organization by establishing a customer experience group that drove the successful introductions of an executive client council, customer advocacy program and voice of customer initiative. Most recently, he partnered with the president to develop a new division brand, moving away from a product orientation and toward a unified Nuance story.

Jeff earned his BS and MBA from the St. Cloud State University Herberger Business School. He lives in the Boston area with his spouse, Tami, and their three children. Jeff volunteers his time as a marketing consultant to several children's health foundations. Jeff is also very active in youth athletics. He serves as a board member for the Windham (New Hampshire) Basketball Club and has coached youth basketball and baseball teams in Minnesota and New Hampshire for more than 10 years.



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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.