



John Lenzen

CMO

About John

John helps B2B companies develop new products, build demand generation engines, find new customers through digital channels and get more business from current customers. With real-world knowledge and a strong 'revenue' orientation, John aligns sales, marketing and operations, building scalable and sustainable marketing systems, processes and teams to get more out of marketing spend. He arms sales with the right targeting, competitive tools and communication to win more, and faster.

How John has Helped Businesses Grow

- Grew global IT outsourcing brand from a relatively unknown player to the top three in the industry. Drove major global initiative to establish company-level strategic positioning, messaging, brand standards and architecture.
- Achieved overall 100% YoY lead generation improvement after one year by revamping digital marketing and demand generation processes for a human capital management company.
- Transformed digital marketing capabilities for global outsourcing company resulting in significant year-over-year growth in SEO, website traffic (80% first year), social media engagement (led all competitors) and lead generation (30% in first year).
- Increased YoY lead generation by over 300% in one year and improved tradeshow event performance through better business focus and process for a SaaS company.
- Established a more effective product launch process for an HCM technology company. Press mentions increased by over 70%, analyst/influencer coverage increased by over 30% and immediate post-launch customer signup improved by over 50%.
- Simplified and consolidated the post-merger offering portfolio for a web development and IT consultancy. Created a unique client-centric offering structure resulting in faster sales cycles and increased customer wallet share.
- Expanded revenues from \$1.5B to over \$16B for a fast-growing global IT services company. Transformed and grew the global marketing function from 25 to over 300 people.

Executive Marketing Experience

- Chief Marketing Officer, CareerBuilder
- Global Chief Marketing Officer, Tata Consultancy Services (TCS)
- Vice President, Field Marketing & Communications, Tata Consultancy Services (TCS)
- Vice President and Head, Marketing & Communications, WhittmanHart Interactive
- Vice President, Product Marketing, Divine
- Vice President, Solutions & Industry Marketing, MarchFirst
- General Manager, Retail Business Solutions, SEI Information Technology

Expertise

Industry Experience

- SaaS
- Professional Services
- Technology

Specialties

- Digital Transformation
- Demand Generation
- Account-based Marketing

Education

- B.A. Accounting, Michigan State University

Clients Served

- Bridge Personnel Services (Staffing and Recruiting)

Contact Information

John Lenzen
Phone: 312.925.0586
JLenzen@ChiefOutsiders.com
www.chiefoutsiders.com