



Juli Bark

CMO & CSO

About Juli Bark

A battle-tested growth and commercialization executive with 35 years of experience, Juli partners with CEOs and founders to accelerate revenue growth and enterprise value creation. At critical inflection points, including acquisitions, market expansion, new product commercialization, and organization transformation, she builds the infrastructure required to scale. Fluent in both B2B and B2C, Juli brings deep expertise across healthcare, technology, SaaS, financial services, and consumer industries. A trusted advisor and hands-on leader, she aligns strategy, brand, demand generation, and commercial execution with measurable revenue objectives.

Her experience includes acquisition integration, organizational transformation, global commercialization, and enterprise brand evolution across publicly traded, private equity-backed, and venture-supported organizations.

How Juli has Helped Businesses Grow

- Drove 200% EBITDA growth for a global eye care product portfolio within 3 months through new e-commerce initiatives, brand repositioning, and digital marketing strategies leveraging modern commercial technology.
- Accelerated global SaaS growth by building a modern full-funnel revenue engine that increased web traffic 200%, new license volume by 50%, and top-of-the-funnel leads 4X.
- Secured three enterprise customers within 12 months by aligning demand generation, SaaS sales processes, and account-based growth strategies.
- Achieved 95% client retention and strengthened global brand recognition by spearheading a major corporate rebranding and leading 20 acquisition integration and rebranding initiatives for a \$1.5 billion publicly traded company.
- Doubled U.S. revenue and expanded North America's contribution to global revenue by 50% through communications, integration, and change-management strategies supporting a financial services firm's largest acquisition.
- Accelerated worldwide commercialization of a Class II medical device and SaaS platform by aligning product strategy, market development, and digital demand generation initiatives, resulting in a ten-fold increase in lead growth.

Expertise

Industry Experience

- Healthcare
- Technology
- Financial Services
- SaaS
- Life Sciences
- Professional Services

Specialties

- Go-to-Market Strategy
- Growth Strategy
- Sales/Marketing Automation/ MarTech
- AI
- Brand Strategy
- Product Innovation
- M&A Integration
- Customer Experience

Education

- MBA, Marketing and Entrepreneurship, Northwestern University - Kellogg School of Management
- BA, Economics, University of Illinois Urbana-Champaign

Contact Information

Juli Bark
Phone: 312.719.1450
JBark@chiefoutsiders.com
www.chiefoutsiders.com

How Juli Leverages AI for Business Impact

- Helps leadership teams identify where AI can accelerate growth, improve customer engagement, and increase organizational productivity.
- Applies AI-enabled tools and workflows to strengthen commercialization strategies, market intelligence, content development, and decision support.
- Advises executives on practical AI adoption, change management, and capability development that align technology investments with business outcomes.
- Bridges strategy and execution by helping organizations integrate AI into commercial processes in ways that drive measurable business value.

Executive Experience

- Chief Marketing Officer, HighGear
- Vice President of Marketing, Bio-Tissue/TissueTech
- Chief Marketing Officer, GE Healthcare/Omnyx, A JV of UPMC & GE Healthcare
- Chief Marketing Officer/Chief Growth Officer, Accelerated Rehabilitation Centers
- Executive Vice President, Marketing & Strategic Development, Computershare
- Director of Marketing, Ion Beam Applications (IBA)
- Group Marketing Manager, Baxter