



Kelley Marko

Chief Marketing Officer

About Kelley Marko

A CMO and growth strategist with 25 years of marketing leadership experience in early-stage through Fortune 50 companies, Kelley accelerates scale for B2B SaaS, FinTech, cybersecurity, telecom, and industrial brands. Blending strategic and hands-on leadership across GTM, demand generation, brand, sales enablement, and marketing operations, she builds sustainable, data-driven revenue growth engines that deliver measurable ROI for scale-up and turnaround environments. A trusted partner to C-suite and executive leaders, Kelley's collaborative style helps foster alignment among leadership teams and sales, marketing, and product organizations.

How Kelley has Helped Businesses Grow

- Led SMB-to-enterprise transformation for Capital One B2B Payments/SaaS division post-acquisition through revised positioning, new sales enablement toolkits, and CRM workflow restructuring. Drove 5X revenue growth trajectory, 66% marketing efficiency gain, and 47% marketing pipeline contribution.
- Drove 300% revenue growth at BlueTarp Financial, a B2B FinTech SaaS, positioning the organization for a successful strategic exit (acquisition by Capital One).
- Rebuilt BlueTarp's marketing engine by auditing and overhauling internal assets and processes - including content, sales enablement toolkits, demand gen, lead management, and automation workflows - resulting in a 250% boost in unaided brand awareness, 74% reduction in lead breakage, and 58% marketing contribution to revenue.
- Increased enterprise leads by 380%, conversion rates by 212%, and drove a 36% four-year ARR CAGR at cybersecurity firm Arbor Networks through strategic demand gen programs, including content thought leadership, PR, digital, and events supported by integrated account-based marketing (ABM), marketing automation, lead nurturing, and BDR outreach.
- Launched strategic voice-of-customer (VoC) initiatives for Arbor Networks, including regionalized customer conferences and a global Customer Advisory Board, driving a 27% improvement in customer retention and engagement while delivering an enduring system for market-driven insights and client testimonials to support product and sales teams.
- Conducted a brand assessment and marketing audit for One Communications, a regional telecom/ISP, leading to refinement of their ICP, repositioning of brand messaging, and the buildup of both customer acquisition and retention strategies to accelerate revenue growth and curb revenue attrition. Drove 210% increase in inbound leads and 48% improvement in base revenue retention.

Expertise

Industry Experience

- SaaS
- Technology
- Wireless/ Telecommunications
- Industrial/Manufacturing
- Construction
- Financial Services

Specialties

- Go-to-Market Strategy
- Growth Strategy
- Demand Generation
- Sales/Marketing Automation/MarTech
- Digital Marketing
- Positioning & Messaging
- Brand Strategy/Refresh
- Channel Strategy
- AI

Education

- Master's Certificate (In Progress), Artificial Intelligence, Northeastern University
- MBA, Marketing, Seton Hall University
- BS, Marketing & Economics, Quinnipiac University

Contact Information

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Executive Experience

- Vice President, Go-To-Market (GTM) Strategy, Capital One B2B Payments
- Vice President, Customer Acquisition & Engagement, BlueTarp Financial (Acquired by Capital One)
- Vice President, Marketing, BlueTarp Financial
- Vice President, Marketing, Arbor Networks (Acquired by NetScout)
- Vice President, Marketing Communications, One Communications (aka Earthlink)
- Vice President, Marketing, Apprise Software (aka Aptean)
- Global Head of Data Networking Product Management & Marketing, Global Crossing (aka Level 3/Lumen)