



Kelly Megel

CMO & Executive Coach/Advisor

About Kelly Megel

Kelly Megel is a growth-focused CMO, General Manager, and Executive Advisor who has built her career answering the question every CEO wrestles with: where will the next wave of profitable growth come from, and what will it take to capture it? Across B2B and B2C businesses in technology, retail, distribution, CPG and financial services, Kelly pairs marketing with P&L leadership, commercial strategy and organizational transformation — and then stays hands-on through execution, because a strategy only counts when it shows up in the numbers. Known for connecting commercial rigor with customer insight, she brings marketing, sales, operations, data and AI together into go-to-market engines that tie every investment directly to a business outcome. She builds high-performing teams and modernizes operating models with AI-enabled workflows and measurement that make growth repeatable, not just achievable. As an Executive Coach and Advisor, Kelly also develops the leaders inside the business — reigniting the organizational energy that sustains growth long after the plan is written.

How Kelly has Helped Businesses Grow

- Architected an AI-driven operating model at Wayfair Specialty Brands, leading growth strategy across \$1 billion brands—Joss & Main, Birch Lane, and AllModern.
- Drove \$40 million in Outdoor Category revenue growth through five new product launches and international expansion into Germany, France, and the UK while simultaneously growing the Treats Category to a \$2 billion global P&L at SharkNinja.
- Delivered \$2.2 million in EBITDA at True Value Corporation through digital performance marketing, and an additional \$2 million in EBITDA from establishing a Retail Media Network.
- Unlocked a \$10 million revenue opportunity at True Value by partnering with Operations, Sales, Technology, and HR to institute a new commercial services model including marketing, pricing, technology, and operations.
- Achieved seven consecutive years of #1 customer loyalty rankings building a \$300 million omnichannel marketing plan and driving an increase of 114% site traffic for Discover.
- Delivered \$30 million in cost savings at Discover Financial Services through Agency Management restructuring, rebuilding the media organization around data transparency.
- Generated \$47 million in first-year revenue spearheading the One-A-Day VitaCraves Gummies launch at EnergyBBDO—one of the brand's most successful product introductions.
- Franchise Leadership: revitalized Pearle Vision positioning and retail marketing across 650+ locations and separately led national and local marketing for 4,500+ Retail locations for True Value.

Expertise

Industry Experience

- Consumer
- Financial Services
- Retail
- Food & Beverage
- Distribution

Specialties

- Brand Strategy/Refresh
- Positioning & Messaging
- Omni-Channel Marketing
- Growth Strategy
- Competitive Strategy
- Digital Marketing
- AI
- Market & Consumer Insights
- Go-to-Market Strategy
- Product Innovation
- Channel Strategy

Education

- MBA, Northwestern University, Kellogg School of Management
- BA, Majors: Advertising and Telecommunications; Minors: Business & Liberal Arts, Michigan State University
- International Advertising/ Studies, The American University in Rome

Contact Information

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How Kelly Leverages AI for Business Impact

- Architected an AI-enabled operating model that automated reporting, streamlined creative workflows, and redesigned team operating structure
- Empowers marketing and creative teams with AI as working copywriter, helping to design or further refine a voice for Websites, PR/Comms, Sales materials and creative – allows for faster turnaround and consistency in an organizational/brand voice
- Uses ChatGPT and Microsoft Copilot to accelerate market research, rapidly synthesizing industry trends, competitive insights, and customer signals to inform strategic marketing decisions.
- Applies AI tools to streamline development of executive-level marketing content, enabling faster production of thought leadership, messaging frameworks, and client-facing materials.
- Leverages AI-assisted survey design to quickly generate structured customer and market research instruments that support insight-driven strategy development.
- Integrates AI into personal executive workflows to improve insight generation, compress research cycles, and increase the speed and quality of marketing deliverables.

Executive Experience

- Chief Marketing Officer, Wayfair, Specialty Brands
- General Manager, VP Marketing, SharkNinja
- Chief Marketing Officer, True Value Corporation
- Vice President, Marketing, Discover Financial Services
- Global Vice President, EnergyBBDO on Bayer Consumer Health & Pearle Vision
- Global Director, FCB NYC/Chicago on Mondelez / KraftHeinz