



Kenn Adach

Partner & CMO

About Kenn

Kenn is a Partner and CMO at Chief Outsiders where his results-oriented approach has driven accelerated growth at many companies. His broad and deep experience includes a high level of expertise in consumer products, B2C, healthcare, DIY and medical devices. Having past leadership roles in marketing, sales, innovation/new product development and market research at some of the most respected companies in the country, his unique perspective is valuable and effective in small to mid-sized firms. He is a master at uncovering the critical insights needed to inform innovative growth strategies that resonate in the marketplace and motivate customers. He leads with passion, creativity, flexibility and a strong motivation to win.

How Kenn has Helped Businesses Grow

- Generated major turnaround of a 100-year-old business by attracting new users with relevant new products and positioning while increasing current usage.
- Reversed sales from double digit declines to solid growth with major product portfolio revitalization. This included new and improved products, new branding and packaging and new positioning and creative.
- Drove 40% revenue growth re-defining brand's target audience and implementing a major strategic shift in marketing strategy.
- Developed innovative strategies and tactics to drive healthcare professional awareness, create interest and drive purchase and endorsement.
- Successfully built a new OTC consumer capability within an organization. Efforts included internal and external team building, organizational education and hiring advertising and PR agencies and a sales and call center partner.
- Effectively led a comprehensive effort to gain FDA approval of a revolutionary new product by aligning stakeholders, working closely with regulators and other important third-party influencers to ensure support.

Executive Marketing Experience

- Vice President Global Marketing & Sales, OraSure Technologies
- CMO/Founder, 4 Paws 4 Health
- Senior Director Marketing, Bausch & Lomb
- Senior Director Marketing, Playtex Products
- Brand Management & Sales, Unilever

Expertise

Industry Experience

- Healthcare
- Consumer
- Health and Wellness
- Consumer Goods
- Home Improvement

Specialties

- Omni-Channel Marketing
- Market Penetration & Growth
- Go-to-Market Strategy
- Positioning & Communications

Education

- Bachelor of Science, University of South Carolina
- MBA with Honors, Rutgers University

Contact Information

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Published Works

- [Best Practice Process \(Stage/Gate\) for Successful and Profitable Innovations](#)
- [Customer Insights Essential to Successful Innovation](#)
- [The Importance of Innovation for Sustainable Growth and Profitability](#)
- [3 Steps to Prepare for the Post-COVID-19 Business World](#)
- [How to Generate Winning Results with PAC](#)

Client Case Studies

- [Revitalizing a Mature and Declining Baby Products Brand](#)

Clients Served

- Performance Health/Biofreeze (Health, Wellness and Fitness)
- Bionik Laboratories (Medical Devices)
- Norwest Equity Partners/GSM Outdoor (Consumer Goods)
- Six Month Smiles (Medical Devices)
- Medical Indicators (Medical Devices)

References

“Kenn Adach, as one of a team of three from CO, helped my team and me build a strategy for the ongoing year 2 growth of a critical product line that we had launched into Retail CPG 1 year previously. My background and experience is in the clinical market so along with building a strategy, he and the CO team had to educate the CEO(me) in the dynamics of a new and different market. Kenn’s operational and metric driven approach helped us build metrics and deliver management tools into our business processes that proved very important to delivering continued growth in the leading branded topical analgesic in the retail market. After a little over 2 years, it is a \$100M brand.

In addition, Kenn was able to maneuver around some challenging personalities that did not feel the need for intervention from outside consultants. He handled this gracefully, yet with firm tough-mindedness.”

Mike Orscheln, Former CEO at Performance Health/Patterson Medical

“Kenn brought excellent value to the organization by laying out a comprehensive B2B and B2C strategy based on the groundwork he brought on with an outside market research firm. He has strong insight on what a world class marketing organization should look like long term from a people, process and technology front and in parallel focused on short term tactical revenue results. I’d love the opportunity to work with him again. Yes, Kenn the 1:1 support is coming!”

Perry Lowe, CEO at Six Month Smiles, LLC

“Outstanding performance from Kenn our ChiefMarketeer.”

Ed Dusseux, CEO at Bionik Laboratories