



# Kim Chau

CMO

## About Kim Chau

A trusted leader with over 15 years in B2B technology marketing, Kim leads, recruits, develops, and manages global end-to-end marketing organizations to enable sales and grow business across industries. With proven expertise in scaling complex technology and cloud-centric solutions, she excels in brand management, AR/PR comms, digital/social/web, demand generation, GTM, product marketing, events and account-based marketing, MarTech, partner/alliance ecosystem programs, BDR, sales enablement, and performance analytics.

## How Kim has Helped Businesses Grow

- Delivered 2X ROI, acquisition, and pipeline, expanding the channel partner ecosystem to grow incremental revenue at Bluum Edtech, Zones Global IT Solution Provider, T-Mobile, and Microsoft.
- Increased revenue contribution from 3% to 38% to boost ARPU/ARR at T-Mobile. Drove market expansion/revenue growth by identifying new vertical segments and channel opportunities. The team was recognized with the NRF Most Innovative Award 2023.
- Achieved over 100% KPI for brand awareness, leads generated, and pipeline/revenue recognition at Zones, leading team to define strategies, social engagement, ad spends, SEO/SEM, thought leadership, content and product marketing, and sales enablement.
- Generated 90:1 ROI and received the Intel Partner of the Year for Best Solution Provider GTM award, developing innovative partner sales enablement program. Drove a 15-point increase in CSAT.
- Increased pipeline contribution by 25% with demand gen programs at Sierra Wireless. Increased sales conversion with partner program by 35% ROI return.
- Generated over 100% of targeted brand awareness and 150% of lead generation at Product Creation Studio (PCS), a biotech development firm with digital marketing campaigns, events, and thought leadership. Received industry recognition for Most Innovative at Medical Device Manufacturing (MDM) Conference.
- Gained 60% in sales conversions and increased market demand through strategic partners by 100% at Microsoft, developing a customer conversion program. Increased sales by 20% through collaboration with SIs/ISVs to reduce development time to market.

## Expertise

### Industry Experience

- Technology
- SaaS
- IT Services

### Education

- MBA, California Southern University
- BS, Electrical Engineering, Texas A&M University

## Contact Information

Kim Chau  
Phone: 206.619.7762  
KChau@chiefoutsiders.com  
www.chiefoutsiders.com

## Executive Experience

- Fractional Chief Marketing Officer (CMO), Bluum
- Vice President of Business Marketing, T-Mobile
- Vice President and General Manager of Marketing, Zones
- Vice President of Marketing, Product Creation Studio
- Senior Director, Head of Marketing for Enterprise Business Unit, Sierra Wireless
- Director of Product / Partner Marketing, Microsoft