



# Lesleigh Irish-Underwood

CMO & CDO

## About Lesleigh Irish-Underwood

An innovative C-suite executive and risk-taker known for driving growth, Lesleigh delivers notable results in competitive, complex environments with diverse challenges and distinct cultures. Recognized as an accomplished, collaborative leader, she enables organizations to achieve excellence by foreseeing trends, crafting new possibilities, and leveraging data for decision-making. Passionate about storytelling, brand building, and balancing metrics with magic, she pushes creative boundaries, mines extraordinary talent, and leads high-performing teams.

## How Lesleigh has Helped Businesses Grow

- Increased new revenue by \$1.5 million within eight months at mental health nonprofit through targeted foundation outreach, improved contract renewals of existing partnerships, and launch of multi-pronged digital campaigns.
- Increased affordable healthcare plan memberships by 14% in six months, resulting in \$1.9 million in new revenue.
- Generated \$9.8 million in donated media and services for Global nonprofit, boosting brand metrics and engagement to all-time highs in four months by spearheading alliances with 25 media/advertising partners.
- Increased awareness of NYC nonprofit's programmatic initiatives and community outcomes by 1200% through launch of carefully crafted 360° MarComm plan, establishing new media partnerships, and shareable content placement that entertains, informs, and inspires.
- Delivered four consecutive years of double-digit cause marketing and sponsorship revenue gains (\$5 million+), over-performing on revenue goals by 287% through a total redesign of the customer journey.
- Decreased publisher's title P&L costs 18% by managing the P&L process, watchdogging costs, and analyzing outcomes. Increased online influence 37% by redeveloping and relaunching online retail presence and imprint/genre communities.

## Executive Experience

- Chief External Affairs Officer & Head of Brand, Vibrant Emotional Health
- Chief Brand & External Relations Officer, MetroPlusHealth
- Senior Vice President & Chief Marketing Officer, United Way of New York City
- Associate Publisher, Kensington Publishing Corp.

## Expertise

### Industry Experience

- Professional Services
- Healthcare
- Education
- Social Impact/Nonprofit; Publishing/Media

### Specialties

- Brand Strategy/Refresh
- Market Penetration & Growth
- Positioning & Messaging
- Digital Transformation

## Education

- Bachelor's Degree, English Language and Literature, Stony Brook University

## Contact Information

Lesleigh Irish-Underwood  
Phone: 929.567.5364  
LlIrishUnderwood@chiefoutsiders.com  
www.chiefoutsiders.com