

Lisa Agona

CMO

About Lisa Agona

Lisa is a transformational marketing executive with deep experience across global SaaS, technology, data analytics, and IT services organizations. She helps CEOs build or reinvent marketing capabilities that create demand, strengthen positioning, and support growth. Having led marketing for public companies and private equity-backed companies worldwide, she combines customer insight, technology, AI, and modern digital strategies to deliver measurable business outcomes. With significant M&A and private equity experience, Lisa helps companies integrate or build new capabilities, enter new markets, and achieve financial goals within a fixed time horizon. Lisa builds next generation high performing marketing teams that are sustainable growth engines for companies.

How Lisa has Helped Businesses Grow

- Increased marketing-sourced pipeline to 30%-50% across four product lines at Sphera by building AI-driven account-based marketing capabilities and expanding market visibility.
- Captured 40% share of voice against competitors by elevating the Sphera brand and aligning demand generation with strategic growth objectives.
- Boosted digital brand exposure more than 500% at DAS42 through a new corporate narrative, visual identity, and modern marketing infrastructure.
- Delivered 100% revenue growth helping scale Ensono to $600 million by creating a new brand, growth marketing capability, and cloud-first market position.
- Drove seven years of growth from $500 million to $1.5 billion at LexisNexis by extending the brand, integrating acquisitions, and modernizing marketing. Improved brand preference 75% and consideration 43%.
- Increased overall unit growth (18% CAGR), brand preference (15%), and client engagement (66%) at Accenture through thought leadership-driven programs.

How Lisa Leverages AI for Business Impact

- AI for new growth opportunities
- AI for speed to market and competitive advantage
- AI for more impactful demand generation

Expertise

Industry Experience

- SaaS
- Professional Services
- IT services
- PE-backed Mid-market Portfolio Companies
- Public Companies

Specialties

- Growth Strategy
- AI
- Go-to-Market Strategy
- Branding
- Demand Generation
- Market Insights
- Digital Marketing
- Product Marketing
- AI-driven ABM

Education

- MBA, Management, Columbia Business School
- BA, Economics, West Virginia University

Contact Information

Lisa Agona
Phone: 917.541.1146
LAgona@chiefoutsiders.com
www.chiefoutsiders.com

Executive Experience

- Global Chief Marketing Officer, Sphera
- Consulting Chief Marketing Officer, DAS42
- Global Chief Marketing Officer, TeamViewer
- Global Chief Marketing Officer, Ensono
- Global Chief Marketing Officer, LexisNexis Risk Solutions
- Vice President, Marketing, LexisNexis Risk Solutions
- Global Head of Marketing, Capital Markets, Accenture