



# Lori Cohen

CMO

## About Lori

Lori is a go-to-market executive with a stellar record of launching and growing enterprises. A data-driven, uber-creative CMO with deep experience in building brands. Lori is a full-stack marketer who leverages deep customer insights and storytelling to drive revenue growth through digital marketing and content creation. A marketing leader with a relentless focus on the customer, Lori leads as a true partner to sales, filling the pipeline, driving revenue, and accelerating time to close.

## How Lori has Helped Businesses Grow

- Grew revenue 40% in one year at Percona, designing repeatable, predictable, and scalable demand programs.
- Won 45 awards, including Most Innovative Tech Company of the Year in Security at Veridium. Renamed, repositioned, and relaunched the company within 6 months. Launched new product lines and territories resulting in major customer wins and revenue growth.
- Built MST Services' first marketing function. Rebranded, wrote, and launched a new consumer-focused website. Built lead-generation programs to capture untapped worldwide demand and grew teams 18% worldwide.
- Increased sales-qualified leads 83% in 2 years leading to bookings of \$18 million at Mobiquity, recruiting and managing a high-functioning marketing team.
- Drove a 400% revenue increase for Gazelle.com in the months after launching, later reaching \$100 million. Named, branded, and positioned the company for hypergrowth.
- Delivered 20% month-over-month growth with 90% of customer acquisition online and profitable operations in year two, launching LimoLiner.com.
- Grew revenue to \$10 million and 100 employees by year two at MarketSpace LLC, a Monitor Group company.

## Executive Marketing Experience

- VP of Marketing, Percona
- CMO, Veridium
- CMO (Fractional), MST Services
- CMO (Fractional), Tesora
- CMO, Mobiquity
- Strategic Marketing Consultant, BlueSky Branding
- VP of Marketing, LimoLiner.com
- Partner, Co-founder and Executive Producer of MarketSpace LLC, Monitor Group

## Expertise

### Industry Experience

- SaaS
- Professional Services
- Technology

### Specialties

- Brand Strategy/Refresh
- Go-to-Market Strategy
- Positioning & Messaging
- Digital Marketing
- Market Penetration & Growth

## Education

- B.A. Educational Media, University of Massachusetts Amherst
- Fellowship, Business and Organizational Management, Harvard University

## Contact Information

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