



Maria Gallegos

Chief Marketing Officer

About Maria Gallegos

Maria is an experienced and accomplished CMO, growth leader, and integrator with a track record of successful commercial scaling. Her diverse sector experience includes grocery retail, e-commerce and SaaS (fintech & retailtech). Bringing expertise in strategic planning and performance execution (B2B & B2C), she excels in cross-functional growth planning and GTM execution to exceed growth targets and enable acquisitions. With experience leading all revenue-generating functions, Maria builds repeatable and scalable lead generation pipelines to accelerate revenue growth. Maria has deep expertise in digital transformation and omni-channel planning.

How Maria has Helped Businesses Grow

- Exceeded originations targets in 2024, delivering best results in history at small business lender. Built a repeatable and scalable lead generation pipeline; optimized credit and underwriting to support lending growth.
- Delivered on growth targets by optimizing digital channels and scaling inbound calls and leads for \$4 billion credit bureau. Accountable for revenue and user growth (acquisition and product retention) for e-commerce/D2C business.
- Led turnaround of fintech SaaS startup providing alternative credit data to credit and financial institutions. Established product-market fit, built strategic partnerships, and scaled to post-revenue.
- Led growth, marketing, and merchandising for Amazon 2-hour delivery, driving an incremental business across 50 cities globally in two years.
- Led digital transformation for multi-billion dollar grocery retailers delivering omni-channel shopper manecetry platforms yielding incremental transactions and revenue.

Executive Experience

- Founder, Principal CMO/COO, Lucero Growth, LLC
- COO & CMO, Founders First Capital Partners
- SVP, Marketing & Consumer Experience, D2C Business, Equifax
- President & CEO, Credit Sesame (formerly Zingo Credit)
- Head of Marketing, Amazon Prime Now (Now Amazon Fresh/Whole Foods)
- Executive Director, Marketing & Sales, The Save Mart Companies
- Senior Director, Marketing & Merchandising (B2B), SpartanNash

Expertise

Industry Experience

- SaaS
- Retail
- e-commerce
- Financial Services (Credit)
- Technology
- Food & Beverage
- Grocery

Specialties

- Omni-Channel Marketing
- Go-to-Market Strategy
- Digital Transformation
- Channel Strategy
- Growth Strategy
- Sales/Marketing Automation CRM

Education

- Master of Arts, Strategic Communication & Leadership, Seton Hall University
- Graduate Certificate, Finance for Non Finance Executives, UMN Carlson School of Management
- Bachelor of Arts, English Literature, Reed College

Contact Information

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