



Meg VanderLaan

CMO

About Meg VanderLaan

An experienced C-suite executive and board advisor, Meg leads marketing and communications strategy and execution, brand transformation, and stakeholder trust management across industrial and infrastructure sectors to build market presence. A recognized authority in crisis management, she orchestrates complex communications strategies, cybersecurity planning, and high-profile public campaigns to enhance reputation and mitigate risk. Deploying a strategic approach to marketing and communications, Meg successfully merges brand value propositions with compelling storytelling for market-leading performance.

How Meg has Helped Businesses Grow

- Advanced internal alignment and crisis preparedness as Chief Marketing Officer of Encore Electric, contributing to a period of doubled revenue and employee growth.
- Led brand campaign that reduced turnover by 5% and earned recognition as a Top 600 Workplace and leading construction firm in the U.S. Integrated marketing and recruitment strategy to scale hiring of 300+ professionals annually.
- Led global brand narrative and acquisition communications for MWH Global during its \$793 million acquisition by Stantec.
- Registered a television audience of 2.2 million viewers, driving a significant increase in digital traffic and media coverage, by leading the development of a Modern Marvels documentary detailing the work of MWH Global in the expansion of the Panama Canal.
- Enhanced competitive market positioning and employee engagement by increasing brand strength and awareness through improved information sharing and customer loyalty and retention at Gates Corporation.
- Drove \$800 million in global annual revenues by developing marketing programs and product catalogs to penetrate the automotive aftermarket for Gates brand and private-brand label products.

Executive Experience

- Chief Marketing Officer & Charitable Contributions Committee Chair, Encore Electric
- Senior Vice President and Chief Communications Officer, MWH Global (Now Stantec)
- Vice President Global Communications, MWH Global
- Vice President Corporate Communications & Public Affairs, Gates Corporation
- Vice President Public Relations & Worldwide Aftermarket Business Development, Gates Corporation

Expertise

Industry Experience

- Industrials
- Construction
- Engineering
- Automotive
- Professional Services

Specialties

- Positioning & Messaging
- International Expansion
- Brand Strategy/Refresh
- Market/Consumer Insights
- Market Penetration/Growth
- Growth Strategy

Education

- BA, Communication Arts, Gannon University

Contact Information

Meg VanderLaan
Phone: 720.999.4900
MVanderLaan@chiefoutsiders.com
www.chiefoutsiders.com