



Michael Tanner

CMO

About Michael

Michael drives marketing and sales programs for growth-focused and technology-centric businesses. A hands-on leader and mentor, he combines extensive operating leadership experience with a no-nonsense and team-oriented collaborative style. His background includes operating roles in marketing, product management, sales leadership, and management consulting. He also brings experience as CEO of a venture-backed software business, multiple board of directors roles within companies up to \$100M in sales, and strategic marketing for large, publicly held corporations. His approach aligns stakeholders around compelling strategies and transparent performance metrics and follows that with agile execution and continual improvement.

How Michael has Helped Businesses Grow

- Supported ARR growth of 35% developing a global strategy and go to market approach for a leading content management software business transitioning from a license to SaaS model.
- Exceeded quarterly revenue projections by 30% re-positioning multiple products into a new category for a top six global software business as a contracted advisor.
- Within a fortune 500 organization, collaborated with entrepreneur to spin out a global, wireless shipment tracking solution, delivering a go to market approach that expanded global market reach and grew sales from \$10M to \$100M.
- Repositioned/relaunched a big-data mobile analytics service installed on over 200 million handsets and supported the successful sale of the business to AT&T and AC Nielsen within a two-year period.
- Launched two separate venture-stage engineering software businesses through direct sales and reseller channel partners, resulting in successful corporate acquisitions over a four-year period.
- As CEO, recapitalized and relaunched a struggling B2B enterprise software product line by simplifying products, deploying an eCommerce storefront, and launching multiple prosumer-focused products, resulting in a 10x increase in sales over a 4 year period.

Executive Marketing Experience

- VP Strategy & Corporate Development, M-Files Corporation
- VP Marketing and Products, Carrier IQ
- CMO, Edge Communications
- CEO, Bamboo Solutions Corporation
- Board of directors, Savi Technology, Inc
- Interim marketing lead – Savi Networks
- Co-founder and Managing Director, The Chasm Group, LLC
- Director/VP Marketing, two engineering software startups

Expertise

Industry Experience

- SaaS
- Professional Services
- Technology
- Industrials
- Engineering
- Wireless & Telecommunications
- Electronics

Specialties

- Demand Generation
- Positioning & Messaging
- Lead Generation
- Sales Enablement
- Market Development
- Content Marketing Programs
- New Category Adoption
- Channel Strategy / Management
- Multi-channel B2B sales operations
- Analyst/Influencer Relations
- Strategic Alliances and Corporate Development
- Product Management
- Market segmentation
- Application Life Cycle Management
- Digital Transformation
- Corporate Evangelism

Contact Information

Michael Tanner
 Phone: 925.550.4187
mtanner@chiefoutsiders.com
www.chiefoutsiders.com

Education

- MBA, Rivier College
- B.S., Mechanical Engineering - The Ohio State University

Published Works

- [Shooting Some Holes in the Minimum Viable Product](#)

References

"Michael joined CarrierQ as interim VP of Marketing and Product and quickly became a trusted part of the leadership team. Michael got up to speed fast while also bringing significant strategic and business development skills developed from his management and consulting experience."

Larry Lenhart, Operating Partner, CEO, Board Member

"Michael was a tremendous help for Optima Office. We hired Chief Outsiders for a 90-day project to help us with our expansion plan and give us a high-level overlook of our marketing activities. Michael not only delivered what we asked for, but he also created a sales playbook for future business development associates, some great messaging/content recommendations, and ideas to improve our website quickly. Michael is a professional, thoughtful, and talented marketing executive. I would highly recommend Chief Outsiders to any company looking for a strong CMO. Money well spent."

Jennifer Barnes, CEO and Founder

"I brought Michael in to help create a strategic go to market plan for a startup business within Computer Associates. His approach was unique, his facilitation skills excellent, and his knowledge of the industry, his insight and his ability to draw the appropriate content out of a small and large team was a pleasure to watch. The bottom line is we grew the business 200 percent in two quarters, which is exactly what we outlined in our plan. I would always consider working with him when the end result is to consistently exceed expectations."

Gary Starkey, Senior Management Executive, Computer Associates

"I worked with Mike at two of my companies and he did a really professional job. The engagements for both companies were around how to position the company in the market establishing core competencies. His process is very thorough and valuable. Mike is also a very experienced executive with very good judgement."

Jack Porter, President and CEO at Cognizer

"Mike is a savvy tech industry insider who is very strategic and market oriented. Mike has referred early stage deals to me in the past, one of which I invested in (and still very happy I did) and the others I came close. I've used Mike as a consultant to the boards of two other companies I am on the board of. I consider Mike Tanner to be a trusted advisor."

Brian Ascher, Partner at Venrock | Early Stage Tech Investing

"I have had the opportunity to work with Michael in two companies. He was able to assist me in building a "break out" strategy for a company in a slow growth category, and helped develop a product/corporate strategy for building a new category company. His knowledge and process was essential to us achieving success in both cases."

Tom Dent, Chairman, CEO, Sales and Marketing in VC backed tech companies

"Mike is a terrific leader, strategist and business advisor. I have had the pleasure of seeing Mike in several roles, including co-worker, advisory board member, and consultant. I call Mike not only when I don't know all the answers but, more important, when I don't know all the questions."

Mark Sawyer, CEO at @Last Software