



Mike Donaldson

Partner & CMO

About Mike

An accomplished Silicon Valley-trained engineer-turned-marketeer with 20+ years of success at fast-growing VC and PE-backed B2B companies, Mike excels at aligning sales, marketing, product and development to drive bookings and revenue growth using modern digital marketing techniques. Highly strategic and a tactical wizard, he applies his developer and sales experience, technical knowledge, communications expertise and business acumen to position, message, differentiate and simplify complex offerings. With a proven ability to recruit, train and lead “A” player teams, Mike applies comprehensive marketing analytics to drive efficiency and effectiveness.

How Mike has Helped Businesses Grow

- Achieved 150% YoY bookings growth and an outstanding exit to a #1 targeted strategic for Accel-KKR at Oildex
- Produced a 26x increase in lead volumes implementing lead generation strategies at Eventus Solutions Group
- Tripled lead generation while coming in 10% under budget for cost-per-lead at Hosting.com
- Fueled revenue growth from \$1m in 2005 to a \$40m run rate in 2010 (87% CAGR) at Ping Identity Corporation
- Averaged 114% of annual target four years running building world-class lead generation capability with campaigns generating as much as 90% of new business and 10% conversion rates
- Grew NEON's annual run rate from \$76 million to \$160 million in five quarters
- Created a new billion-dollar software industry, out-of-the-box integration software, at CrossWorlds Software Inc. Generated \$33 million in VC funding writing business plans and offering prospectuses.

Executive Marketing Experience

- CMO, Oildex
- VP Marketing, Eventus Solutions Group
- CMO, Hosting.com
- VP Marketing, Ping Identity
- CMO, Clear Technology
- SVP Worldwide Marketing, New Era of Networks (NEON)
- VP Marketing, CrossWorlds Software

Expertise

Industry Experience

- SaaS
- Professional Services
- Technology

Specialties

- Growth Strategy
- Sales/Marketing Automation/MarTech
- Positioning & Messaging
- Go to Market Strategy
- Digital Marketing
- Demand Generation

Contact Information

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Clients Served

- Alliance Leasing (Professional Services)
- ComplianceLine (Business Services)
- WellAware (Internet of Things)
- Milestone Technologies (IT Services)
- Capsher Technologies (IT Services)
- Mertech (Software)
- Dataprise (IT Services)
- Ashland Group (Consulting)
- Boomtown Accelerators (Consulting)

Education

- M.S., Civil Engineering, Virginia Tech
- B.S., Civil Engineering, Virginia Tech