



Molly Spatara

CMO

About Molly Spatara

As a proven marketing strategist, Molly excels at translating business objectives into comprehensive marketing programs that drive sustainable growth. She partners with leadership teams to modernize marketing operations, implement right-sized demand generation programs, and strengthen market positioning through differentiated brand strategies and thought leadership. In addition to scaling companies from mid-market to enterprise, Molly has guided growth-stage businesses across industries, including investment banking, IT managed services focused on healthcare, and a procurement and supply chain SaaS company serving the building trades. She builds and leads high-performing teams while ensuring seamless alignment across product, sales, and customer success functions.

How Molly has Helped Businesses Grow

- Partnered with CEOs of growth-stage companies in investment banking, healthcare IT managed services, and procurement/supply chain SaaS for the building trades to modernize go-to-market strategies, build marketing and sales growth engines, and accelerate pipeline generation.
- As VP and GM of SAP's Intelligent Spend Management and Business Network, led global marketing and demand generation resulting in multi-year, double-digit revenue growth.
- As VP and CMO of SAP Fieldglass, helped scale the business from \$100 million to \$300 million by transforming marketing into a revenue driver; orchestrated market-leading position through brand transformation and thought leadership.
- Positioned Accenture as an authority in advanced analytics through product marketing, thought leadership, and strategic acquisitions; developed GTM strategy and launched cornerstone capabilities.
- Helped launch and scale Accenture Digital (now Accenture Song) as a category leader while driving market development and growth.
- Built and scaled Accenture's digital marketing capability. Led digital marketing transformation across lines of business, industries, and geographies and transformed accenture.com into a central marketing and recruiting platform.
- Introduced digital GTM model for Accenture Recruitment Marketing, helping to reduce cost/hire by 90% while meeting talent targets for the business.

Expertise

Industry Experience

- SaaS
- Professional Services
- Technology
- Spend Management
- Procurement
- Buyer/Supplier Networks
- Buyer/Supplier Marketplaces
- Supply Chain Risk
- Supplier Management
- External Workforce Management
- Vendor Management System
- VMS
- Analytics
- Digital Experience

Specialties

- Go-to-Market Strategy
- Positioning & Messaging
- Omni-Channel Marketing
- Growth Strategy
- Brand Strategy/Refresh
- Market/Consumer Insight
- Thought Leadership
- Content Strategy
- Customer Journey Mapping
- Channel Strategy
- Digital Marketing
- Demand Generation
- Digital Transformation
- Product Innovation

Contact Information

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Client Resources

- Fast-Track Research: Creating Credible Thought Leadership Content Without Breaking the Bank
- From Market Competitor to Trusted Advisor: Leveraging Research to Dominate Your ABM Strategy
- The Secret Weapon in ABM: How Research-Based Thought Leadership Transforms Prospect Relationships

Executive Experience

- Founder and Fractional CMO, Brand to Demand CMO, LLC
- VP and GM, Marketing, SAP Intelligent Spend and Business Network
- VP, Brand Experience, SAP Intelligent Spend and Business Network
- VP and CMO, SAP Fieldglass
- Marketing Director, Accenture Analytics
- Marketing Director, Digital Marketing, Accenture Digital
- Senior Director, Digital Marketing, Accenture

Education

- Bachelor's degree, Political Science, Economics, International Affairs, University of Pittsburgh

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