



Neil Hediger

CMO

About Neil

A high performing digital strategy and marketing leader with a passion for fintech, financial services, and tech, Neil delivers results by leading marketing, brand management, and digital customer experience efforts. Adept with data analytics and BI-based market segmentation, he applies his 25+ years' experience to drive demand creation and revenue growth from digital marketing, content strategy, and customer account management and retention. Confident in his ability to collaborate with cross-functional teams to solve complex, high-stakes problems, he is committed to continuous improvement and contributing to team success.

How Neil has Helped Businesses Grow

- Grew business market 45% YoY launching new growth program targeting professional business owners to establish and grow primary banking relationship with BankSouth.
- Achieved 23% increase in MRR at Dell SecureWorks leading customer success, marketing, retention, and revenue growth for over 4,400 global business clients.
- Converted single-use customers to multi-year contractual relationships at collaboration services provider NTT/Arkadin implementing new demand creation and growth marketing to sales model. Redesigned and implemented new customer onboarding and implementation platform.
- Reduced churn 50%, extended contract lengths an average of 2 years, and achieved unprecedented 78% contract renewal rates in less than 12 months at Cbeyond. Led marketing communications, product launch and customer retention and loyalty efforts.
- Achieved 47% proactive contract renewal rate launching targeted customer nurture/growth program for proactive account management revenue growth.
- Delivered 150% higher recruitment and closing rate through multi-lateral approach to leverage education and empowerment tools to enable prospective homeowners to purchase their first home at HomeBanc Mortgage.

Executive Marketing Experience

- Vice President, Marketing & Digital Banking, BankSouth
- Global Head of Client Marketing, Dell SecureWorks
- Head of Marketing & Customer Success, NTT/Arkadin NORAM
- Senior Director, Customer Success & Retention, Cbeyond
- Vice President, Real Estate Affinity Programs, HomeBanc Mortgage Corporation

Expertise

Industry Experience

- Construction
- Technology
- Financial Services
- Cybersecurity
- IT Professional Services

Specialties

- Digital Transformation
- Sales Growth
- Market Penetration & Growth
- Demand Generation
- Brand Refresh
- Digital Marketing

Education

- Bachelor of Arts, Journalism, University of Michigan

Contact Information

Neil Hediger
Phone: 678.642.9037
nhediger@chiefoutsiders.com
www.chiefoutsiders.com