



Paul Davison

CSO

About Paul

A transformational leader, team-builder, and speaker, Paul steers wellness, healthcare, and food & beverage companies through growth, acquisition, and turnaround stages in traditional B2B and e-commerce spaces. Leveraging a background that blends creative production in media with leadership in military organizations, he delivers unparalleled value to customers and stakeholders. Paul loves rolling his sleeves up and optimizing sales processes with battle-tested playbooks, aligning an organization around a CEO's vision for growth, helping companies and brands move into new segments or markets, as well as recruiting, training, and developing high-performance sales teams.

How Paul has Helped Businesses Grow

- Engineered a strategic overhaul in organizational structure and digital marketing tactics for a market-leading digestive health company, resulting in significant global revenue growth and expansion into international markets.
- Reorganized sales team structures for a wellness products company, turning around performance by injecting sales organization with "performance culture" principles, which improved morale, retention, and recruitment efforts, while substantially increasing year-over-year revenue and profits.
- Guided a high-dollar business unit within a healthcare company through a nine-figure acquisition, overcoming significant competitive and regulatory challenges to ensure smooth integration with the parent company.
- Drove expansion into new high-potential markets for a nutritional supplements company, generating significant incremental revenue, resulting in eight-figure improvement in company valuation.
- Spearheaded the development and execution of a multi-year innovation strategy for a healthcare products company, successfully adding value to one of the world's largest retailers by capitalizing on substantial unmet demand in one of the industry's largest categories.

Executive Marketing Experience

- Chief Revenue Officer & Executive Vice President, Enzymedica, Inc.
- Vice President of Sales, US, New Chapter, Inc. (Subsidiary of Proctor & Gamble, Inc.)
- Vice President, Sales & Brand Development, Plant Fusion (A division of Reliance Private Label Supplements, Inc.)
- National Director of Sales, Steaz Green Tea Sodas (Healthy Beverage Company)

Expertise

Industry Experience

- Retail
- Health and Wellness
- Food & Beverage
- Consumer Goods
- Healthcare

Specialties

- Sales Growth
- Channel Strategy
- Go-to-Market Strategy
- Sales Methodology/ Process/Metrics
- Coaching
- Training
- KPI Creation/Management
- Comp Plans

Education

- Master of Arts, Depth Psychology, Pacifica Graduate Institute
- Bachelor of Science; Literature, Philosophy, and Computer Science Engineering; United States Military Academy at West Point

Contact Information

Paul Davison
Phone: 310.922.9571
pdavison@chiefoutsiders.com
www.chiefoutsiders.com