



# Richard Harney

CMO

## About Richard

With a proven history of driving quantitative results across B2B integrated revenue channels, Richard excels at acquiring and analyzing marketing and customer data to guide marketing plans. He quickly identifies broken or immature marketing processes and knows how to fix or build them to add efficiency and improve outcomes. With ample experience managing and building both sales and marketing teams, Richard knows how to find the key stories that differentiate a firm and develop consistent and impactful messaging. Comfortable with all digital, print, social, and sales channels, he coordinates and points them at the right targets, at the right time and in the right combination to generate both top and bottom-line goals.

## How Richard has Helped Businesses Grow

- Created consistent, profitable, double-digit annual sales growth in both Marketing and National Account Sales leadership roles at Lands' End Business Outfitters, one of the company's most successful new business launches.
- Increased brand customer relevancy and competitive positioning designing primary brand research and execution of findings across all marketing functions at a division of W.W. Grainger.
- Shepherded a complete rebuild of all corporate e-commerce platforms and related customer experience journey development at School Specialty, Inc.
- Achieved record sales year designing marketing re-organization, creating P&L line leaders and new product/service ideation process at J.J. Keller & Associates.
- Achieved record sales year as key executive contributor to the re-positioning of stagnant distributor in an aggressive MRO marketplace at Conney Safety Products.
- Reduced development time and improved product quality test process creating product management structure and re-defined corporate positioning at Parts Now! LLC.
- Reversed negative growth, generating first positive sales in three years at Mille Lacs Gourmet Foods.

## Executive Marketing Experience

- Senior Vice President of Marketing, School Specialty, Inc.
- Vice President of Marketing, J. J. Keller & Associates, Inc.
- Vice President of Sales and Marketing, Parts Now! LLC
- Director of Corporate Branding and Research, Grainger (LSS-Lab Safety Supply)
- Vice President of Marketing, Conney Safety Products
- General Manager & Vice President - Sales & Marketing, Mille Lacs Gourmet Foods
- Director of National Sales, Lands' End

## Clients Served

- Sterling Group (Real Estate)

## Expertise

### Industry Experience

- Wholesale
- Education
- Distribution
- Manufacturing

### Specialties

- Omni-Channel Marketing
- Growth Strategy
- Brand Strategy/Refresh
- Direct marketing

## Education

- Bachelor of Arts, Advertising, Michigan State University

## Contact Information

Richard Harney  
Phone: 920.840.4846  
rharney@chiefoutsiders.com  
www.chiefoutsiders.com