



# Robert Olsen

CMO

## About Robert

A global marketing executive with a unique combination of corporate leadership and management consulting experience, Robert works with public and private equity organizations primarily in the chemicals and life sciences fields. With an exceptional track-record of creating vision and executing organizational transformation, he drives revenue growth through informed marketing strategy, product innovation, customer experience, brand development and team-building. A skilled influencer of high-level stakeholders, such as boards, investors and media, Robert elevates customer experience and employee culture to generate better business results.

## How Robert has Helped Businesses Grow

- Improved market presence, increased company value, and instilled renewed employee sense of purpose by repositioning company and leading brand transformation at FXI.
- Created unified post-merger culture and a new, stronger company by accelerating M&A-related organizational changes via change management and culture transformation.
- Leading a global marketing organization at DuPont, achieved 15% year-over-year growth via new positioning, product development, product launches and pricing.
- Rebuilt global marketing capabilities through the design and implementation of an enterprise-wide change initiative that transformed the marketing culture, structure, talent and business processes.
- Fundamentally changed the customer experience, developing and executing the company's first customer-facing digital strategy, integrating digital everywhere across the commercial organization.
- Improved revenue opportunities by 30% by designing and implementing new strategies, processes and tools for sales and marketing for a Deloitte client.
- Achieved \$20 million margin improvement, leading value-pricing projects that identified strategic and tactical improvement opportunities and segment-specific pricing strategies.

## Executive Marketing Experience

- CMO, FXI
- Global Marketing Director, DuPont Photovoltaic Solutions
- Director of Corporate Marketing, DuPont
- Senior Manager, Deloitte Consulting

## Expertise

### Industry Experience

- Professional Services
- Industrials
- Manufacturing
- Chemicals and Materials
- Renewable Energy

### Specialties

- Growth Strategy
- Brand Strategy/Refresh
- Product Innovation
- Go-to-Market Strategy
- International Expansion
- Change Management
- Culture Transformation

## Education

- MBA, Rutgers
- B.S., Villanova University

## Contact Information

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