



Sabrina Donley

CMO

About Sabrina Donley

Sabrina decodes growth bottlenecks, customer insights, and marketing confusion to transform complexity into clarity and build the structure that drives results. A transformational marketing executive, she brings 25 years of accelerating growth and ROI in F150 public companies and PE-backed firms. With an engineering background and deep expertise across technical industries, she guides CEOs to leverage marketing for business growth. When growth has stalled, she maps the commercial engine to uncover roadblocks, then builds data-driven, scalable marketing systems that align teams and accelerate results. Known for her authentic, practical, and collaborative style, she builds trust, pipeline, and long-term market advantage.

How Sabrina has Helped Businesses Grow

- Increased marketing-sourced pipeline contribution from 5% to 60% by partnering with GMs to build long-term strategic growth plans across 10 business units covering diverse technologies and industries.
- Tripled marketing ROI and doubled pipeline growth by transforming legacy marketing functions into digital-first engines, driving higher-quality leads, faster funnel velocity, and lower cost per opportunity.
- Captured \$10 million in new revenue in one year by diagnosing pipeline leakage from high-risk prospects and launching an early services offering to improve engagement, retention, and sales conversion.
- Rebuilt marketing post-divestiture for a carve-out in the IT infrastructure space—revamping the brand, realigning go-to-market strategy, and launching account-based programs that increased win rates by 40% and cross-sell revenue by 27%.
- Established a global group marketing function across 12 autonomous business units to improve resource efficiency and modernize capabilities – consolidating 15+ websites, creating a brand rationalization roadmap, and launching shared tools and training. .
- Built scalable demand engines and a culture of innovation by introducing test-and-learn campaign frameworks, performance metrics, and non-punitive team reviews.
- Drove a 25% increase in employee net promoter score (eNPS) by leading executive communications and employee engagement through acquisitions, divestitures and organizational restructuring.

Expertise

Industry Experience

- Industrials
- Technology
- Engineering
- Data Center,
- Materials/Plastics
- Filtration Technology
- HVAC
- Electrical Equipment

Specialties

- Digital Transformation
- Growth Strategy
- Positioning & Messaging
- Sales/Marketing Automation/MarTech
- Brand Strategy/Refresh
- Acquisition Integration
- Market Insight
- Channel Strategy

Education

- Northwestern University, M.S., Integrated Marketing Communications
- Northwestern University, B.S., Biomedical Engineering
- Northwestern University, B.S., Journalism

Contact Information

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Executive Experience

- VP of Global Marketing & Communications, Porex Corporation (Filtration Group)
- Head of Marketing, Global Data Center Services, Cyxtera Technologies
- Head of Marketing, Global Data Center Services, Lumen (formerly CenturyLink)
- Senior Director, Global Marketing Communications & Digital Strategy, Lumen (formerly CenturyLink)
- Director & Global Brand Officer, Emerson Network Power (now Vertiv)
- Corporate Marketing Manager, Emerson