



Scott Harris

CMO

About Scott Harris

Scott brings C-suite operating experience as CEO, COO, and CMO across high-growth technology, healthcare, financial services, and nonprofit organizations. A tech-savvy growth driver, he builds modern marketing and revenue organizations that convert demand into compounding growth. From co-founding an Inc 5000 social media company to driving 10X ARR growth, Scott delivers triple-digit revenue gains through data-driven digital strategy, product-led growth, and customer success. He brings hands-on operating instincts and a builder's mindset to every engagement.

How Scott has Helped Businesses Grow

- Drove 10X ARR growth at TimelyCare, scaling marketing, client success, and product management to win elite universities including Duke, Georgetown, and Northwestern. Secured \$60 million in JMI Equity growth funding.
- Co-founded and scaled Social Factor into an Inc 5000 fastest-growing company, generating multi-million-dollar retainer relationships managing social media for global brands, including Toyota, NFL, Microsoft, and American Airlines.
- Led \$500 million transformation of Magna Life Settlements as CMO, repositioning the brand into a leading direct buyer of life insurance policies and supporting the \$600 million acquisition of parent company Vida Capital.
- Accelerated enterprise digital transformation at Young Life, deploying Salesforce, Workday, and Google Workspace across all 50 states and 100+ countries as Global Head of Digital.
- Launched global digital marketing across 33 countries at GlobalMeet, repositioning a legacy brand into an online meetings powerhouse serving SAP, Mercedes, and Amazon. Earned two W3 Creative Excellence Awards.
- Elevated Dell.com Enterprise as Editor-in-Chief, improving client experience metrics by 30% and reducing shopping cart leakage by 20%.

How Scott Leverages AI for Business Impact

- Applies generative AI platforms including ChatGPT, GitHub Copilot, and Gemini to support strategic insights, executive communications, structured data analysis, sales content visualization, and workflow automation initiatives.
- Integrates AI into operational and business processes to improve productivity, accelerate data processing, and streamline executive-ready reporting including board-level summaries and product feature evaluation frameworks.

Expertise

Industry Experience

- Technology
- Healthcare
- Financial Services
- Professional Services
- Insurance
- Education

Specialties

- Digital Transformation
- Sales/Marketing Automation/ MarTech
- Growth Strategy
- Product Innovation
- MarTech
- Competitive Strategy
- Positioning & Messaging
- Channel Strategy
- Digital Marketing

Education

- MBA, Marketing and Entrepreneurship, Texas McCombs School of Business
- BS, Chemical Engineering, The University of Texas at Austin

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How Scott Leverages AI for Business Impact (cont.)

- Advises executives on practical AI strategy, operational efficiency modeling, and responsible business application of AI capabilities while helping simplify complex technical concepts for cross-functional audiences.
- Demonstrates hands-on AI fluency through prompt refinement, AI output evaluation, business-process integration, and training individual contributors on high-value AI use cases and adoption practices.

Executive Experience

- Chief Executive Officer & Co-Founder, Social Factor
- Global Head of Digital, Young Life
- Chief Operating Officer, TimelyCare
- Chief Marketing Officer, Magna Life Settlements
- Vice President, Marketing, Global Online, GlobalMeet
- Editor-in-Chief, Dell.com Enterprise, Dell