



Stuart Foster

CMO

About Stuart

An innovative leader with world-class digital and experiential capabilities, Stuart transforms global brands and businesses to achieve revenue, profit, and market share growth. A proven team builder with the ability to deliver results, he leverages consumer insights and analytics with his deep functional skills across business disciplines. As a trusted partner in managing difficult business challenges, Stuart finds new opportunities for growth, revitalizes mature brands, creates new brands, and leads high-performing, cross-functional teams through transformational change in both private and public companies.

How Stuart has Helped Businesses Grow

- Achieved 176K new members (+26%), a NPS of 84, and increased Drivers Club conversion 370 bps to 76.5% at Hagerty.
- Led return to growth at Topgolf conducting business audit and venue visits to identify revenue opportunities, organizational efficiencies and new segments.
- Delivered \$110 million in incremental annual revenue by executing enterprise strategy and marketing initiatives for resorts across brands at Hilton Worldwide.
- Increased revenue \$100 million annually through development and launch of high-margin promotional products and customer acquisition CRM programs while leveraging data analytics at Waldorf Astoria & Conrad Hotels.
- Grew hotel and resort banquet and catering revenue +43% by implementing experiential brand programs at Moët Hennessy.
- Generated \$250 million incremental brand value within 2 years and was cited by the BusinessWeek/Interbrand Report through first integrated multi-channel communication platform and improved spend efficiency at Moët & Chandon.

Executive Marketing Experience

- President, Automotive & Affinity, Hagerty
- CMO, Topgolf Entertainment Group
- VP, Global Marketing, Full-Service Brands, Hilton Worldwide
- VP, Global Marketing, Waldorf Astoria & Conrad Hotels, Hilton Worldwide
- VP, Southeast Region, Moët Hennessy USA
- VP, National Accounts, Moët Hennessy USA
- Global Brand Director, Moët & Chandon

Expertise

Industry Experience

- Insurance
- Automotive
- Food & Beverage
- Consumer Goods
- Hospitality/Travel/Entertainment

Specialties

- Growth Strategy
- Market/Consumer Insight
- Brand Strategy/Refresh

Education

- MBA, NYU Stern School of Business
- B.A., History, Colgate University

Contact Information

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