



# Susan Kelly

Partner, CMO & CRO

## About Susan

Susan has over 25 years of experience working with owner-managed businesses, VC/PE-backed firms, and global corporations ranging from <\$5M to > \$600M. Susan brings proven abilities to manage people, projects, and technology, from strategic growth to implementations that increase valuations.

As a leader in the digital frontier, where strategy and tactics meet technology and analytics, she has helped organizations fast-track change, scale revenue generation functions, and automate operational platforms. Experienced in using the latest tech stacks and digital technologies, she targets ideal customers and grows pipelines, commercializes product/service offerings, and measures customer experience to drive the top and bottom lines to higher levels.

She is also the founder of Raine Media, a marketing research and consulting services firm that develops sales and marketing strategies and technology infrastructure to help clients better reach their customers, lower their total cost ownership for marketing, and develop growth paths for accelerated valuation.

## How Susan has Helped Businesses Grow

### P&L Management and Strategic Growth:

- As CEO and President of K/P Corporation, a \$100M company in digital services fulfillment, Susan increased ESOP share value by 73% and led the company's private placement sale process.
- At Xerox, she created a \$300M end-to-end horizontal supply chain Line of Business for outsourced digital marketing and communication services, demonstrating her ability to drive significant business growth and manage substantial P&L responsibilities.
- Susan has a strong history of developing high-performance cultures and long-lasting client relationships, which serve as the foundation for accelerated growth.

### Sales and Marketing Leadership:

- Susan has held multiple high-level sales and marketing positions, including SVP Sales and Marketing with a global salesforce of 300 across 23 countries targeting diverse technology sectors, including software manufacturers, resellers, MSP/MSSPs, retailers, SaaS businesses, ISVs, VARs, VADs, and OEMs.
- As the CMO at New Horizons, a technology services company, she led the digital transformation and implemented sales and marketing automation systems to support the global direct and channel sales organizations across B2C, B2B, and B2G markets.

### Digital Marketing and Lead Generation:

- Implemented multiple best practice Demand Generation and ABM Frameworks for clients to boost the pipeline of qualified leads while optimizing conversion rates.
- Consistently grew enrollments by 15% each semester for top-tier education institutions. In a recent engagement, initiated content syndication to fill the SQL pipeline and drove organic social media to a 6+% engagement rate.

## Expertise

### Industry Experience

- SaaS
- Technology
- Education
- AI
- Financial Services
- MSP/MSSP
- Business Services
- Healthcare
- Franchises

### Specialties

- Growth Strategy
- Digital Transformation
- Demand Generation
- Data Analytics
- Service/Product Commercialization
- Technology And Solutions Architecture

## Education

- MBA, York University
- Bachelor of Technology, Ryerson University
- CMA, University of Toronto
- CAM (Certified Alliance Manager)

## Contact Information

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#### **Product Development and Innovation:**

- Delivered technology service offerings for Xerox channel partners, scaling B2B, B2C, and B2G businesses.
- Led several 'rip and replace' digital transformations for companies ranging from \$5M to \$200M, leveraging best-in-class enterprise SaaS applications.
- Assisted product management for test and measurement products, helping the client convert from software services to product-led growth.

#### **Technology and Cybersecurity Expertise:**

- She has a strong technology strategy background with experience with multiple CRM, ERP, and Service Support systems. Susan is a member of Chief Outsiders' AI Tiger team. She has worked with 20+ clients on their digital transformation and implementation projects, which included HubSpot, Salesforce, ZenDesk, ServiceNow, Atlassian, AWS, MS Dynamics, NetSuite, ConnectWise, etc.
- At CompTIA, she built an accredited cybersecurity institution, expanded to five regions, developed key Workforce Board relationships, and increased employer sponsorship for cybersecurity jobs by more than 125% in less than five months.

### **Executive Experience**

- SVP/CMO Marketing, New Horizons
- CMO, CompTIA Academy
- CMO/EVP Apollidon Learning
- VP Global Alliances, Xerox
- VP Enterprise Communications and Marketing Services, Xerox
- CEO/CRO K/P Corporation
- SVP Sales, Marketing and Product Development, R. R. Donnelley
- Founder and Managing Partner, Raine Media Consulting
- Head of Pitney Bowes, Canadian Division

### **Clients Served**

- Concord Servicing
- Northeastern University
- Corsica Technologies
- Liquid Instruments
- National Society of Learning and Success
- New Horizons Worldwide, LLC.