



Susan Kelly

CMO

About Susan

A roll-up-the-sleeves marketing executive, Susan brings proven abilities to manage people, projects, and technology from strategic concept to implementation to increase share value. Part of the new marketing frontier, where strategy and aesthetics meet technology and analytics, she leads organizational change to replace and upgrade operational platforms and establish marketing functions. Using the latest MarTech infrastructure and digital technologies, she overhauls marketing and automation to formalize service offerings, better reach customers, and lower the total cost of communication and marketing programs.

How Susan has Helped Businesses Grow

- Drove business services revenue in all major verticals creating a \$300 million end-to-end outsourcing practice at Xerox for marketing and communication services leveraging the latest technologies.
- Increased enrollments 15% every semester, connecting thousands of learners to top-tier universities by building the outsourced marketing function for accredited institutions.
- Led several 'rip and replace' digital transformations using best-in-class enterprise SaaS applications for companies ranging from \$5 million to \$200 million.
- Grew sales with contract value exceeding \$200 million leading Xerox's Patient Communications Services team to architect, manage and support partners/channels and cross media communications platform for hospitals, PBM's, insurers, and ACO's.
- Increased ESOP share value 73% for motivated sale to private placement, repositioning a \$100 million print and fulfillment business as a digital marketing firm.
- Delivered technology service offerings for channel partners through software development, commercialization, and go-to-market strategies that scaled B2B, B2C, and B2G businesses.
- Managed global sales and marketing teams of 300+ targeting software manufacturers, resellers, MSPs, retailers, ISVs, VARs, VADs, and PC OEMs.

Executive Marketing Experience

- SVP Marketing, New Horizons
- CMO/EVP, Apollidon Learning
- VP Global Alliances, Xerox
- VP Enterprise Communications and Marketing Services, Xerox
- CEO, K/P Corporation
- SVP Sales and Marketing, Software Services Group, R. R. Donnelley

Expertise

Industry Experience

- Healthcare
- SaaS
- Technology
- Education
- Automotive
- Franchises

Specialties

- Growth Strategy
- Digital Transformation
- Sales/Marketing Automation/MarTech
- Lead Generation
- Data Analytics
- Service/Product Commercialization

Education

- MBA, York University
- BA, Technology, Ryerson University

Contact Information

Susan Kelly
Phone: 331.481.1493
skelly@chiefoutsiders.com
www.chiefoutsiders.com