



Tim Frank

CMO

About Tim

A global commercial B2B leader with multiple CEO assignments, Tim applies his 25+ years of P&L leadership and global marketing in Fortune 500 companies and start-ups to growing industrial companies. He repeatedly increases revenue by optimizing the commercial areas of focus, including marketing (digital and traditional), channel adjustments, pricing, sales force management, customer/competitor/market definition, and commercial innovation. As a past CEO, repeat innovator, and entrepreneur Tim brings a familiar sensitivity to the challenges faced by leaders who need to accelerate all things commercial.

How Tim has Helped Businesses Grow

- Delivered 20% profit improvement restructuring \$200 million EU business based in Germany. Turned loss into \$5 million profit in less than 12 months restructuring \$101 million US business at Sany America.
- Grew annual revenue \$500 million, increasing total market share 2 points at Volvo Construction equipment.
- Achieved 500% ROI in first 6 months developing dealer channel marketing system while leading global marketing for all products at CNH Global.
- Launched 15 product models in 3 different languages at Caterpillar, Inc.
- Built, launched, and sold the construction equipment industry's first industrial products ecommerce platform, integrating direct sales with existing dealers, and facilitating aftersales parts and service remotely.
- Integrated IoT technologies into existing channels, utilizing telematics, remote digital service, and predictive auto-ordering of preventive maintenance parts.
- Built the commercial strategy, and led the execution for industrial manufacturers and distributors in the Americas, Europe, Asia, and emerging markets.

Executive Marketing Experience

- CEO, Sany Heavy Industries
- CEO, Irondirect.com
- CEO, PasstimeHD.com
- President, Electro Aero
- SVP Commercial, Volvo Construction Equipment
- SVP Corporate Development, Brandt Group
- Director Global Marketing, CNH Global
- Manager of Latin America Marketing, Caterpillar

Expertise

Industry Experience

- Industrials
- Wholesale
- Distribution
- Engineering
- e-commerce

Specialties

- Growth Strategy
- eCommerce
- Channel Strategy

Education

- MA, History, Illinois State University
- BS, Business, University of Illinois at Urbana Champaign

Contact Information

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