



Tim Geisert

Executive Marketing Positions

Chief Marketing Officer,
TwentyEighty/Miller Heiman Group

Vice President, Global Tiger Team
Sales Lead, IBM | Kenexa

Chief Marketing Officer,
IBM | Kenexa

Vice President, Marketing and
Strategic Sales, RPO Group, IBM |
Kenexa

Vice President, Employment
Branding, IBM | Kenexa

Executive Vice President, Chief
Marketing Officer, Bailey Lauerman

Vice President Account Manager,
The Martin Agency (a division of
McCann Worldwide)

Vice President Account Supervisor,
New Business, The Martin Agency
(a division of McCann Worldwide)

Education

BS, Journalism, University of
Nebraska

Contact Information

Tim Geisert
Phone: 402.416.3091
TGeisert@ChiefOutsiders.com
www.chiefoutsiders.com

Specialties

- Helping CEOs earn ROI from their marketing investment, turning it from an expense into a business line asset
- Applying a methodical approach to marketing, using a five-pronged program designed to strategize and execute in the marketplace
- Inspiring leadership teams to take charge of their marketing strategy and grow their business
- Leveraging budgets, people, and brands to drive double digit company growth
- Human Capital Management, Software, and Branding

Where Tim Can Help Your Business

- Developing a formulaic, in-house methodology alongside the CEO and leadership team to create a succinct, growth-oriented marketing communication and branding strategy
- Transforming an enterprise's complex sales strategies and marketing methods into an easy-to-follow approach geared toward tangible results
- Implementing the appropriate technological mechanisms to convey company message successfully, including public relations and social media
- Incorporating the use of data metrics to measure the efficacy of sales and marketing programs
- Crafting business vision and shaping product strategy

Success Stories

- Organized, hired and shaped the marketing team into effective business unit as Chief Marketing Officer at TwentyEighty/Miller Heiman Group
- Exceeded sales contact metrics by 5% and drove sales lift of \$20 million in his first year as VP, Global Tiger Team Sales Lead at Kenexa after it was acquired by IBM
- As Chief Marketing Officer at Kenexa, managed and launched a rebranding of the company that contributed to double-digit growth and record revenues of nearly \$400 million in 2013
- Crafted a new value proposition, sales strategy and marketing plan for IBM | Kenexa that rocketed the RPO division from \$16 million to \$130 million
- Created, packaged and marketed new offering within Kenexa that drove revenues of \$1 million in the first year

Biography

Tim is a message and metrics-driven executive who considers his strongest asset to be his ability to turn “chaos into clarity,” and to “sift and simplify” a marketing morass into a cohesive strategy.

With nearly three decades of experience in branding, sales, marketing, advertising, social media, and public relations, Tim has a proven skill set in leveraging budgets, people, and brands to drive double digit company growth. He is an expert in motivating creative people and inspiring sales teams on both the agency and client side of the business.

Before joining Chief Outsiders as a fractional CMO, Tim served as Chief Marketing Officer of Miller Heiman group, a TwentyEighty Company. As the marketing and communications lead for the \$300 million workforce training and development solutions giant, he has helped shape the selling value propositions and brand reinvention while building a team of professionals selected specifically to grow the business after many turbulent integration years.

Prior to TwentyEighty, Tim was Chief Marketing Officer of Kenexa, as well as sales and marketing executive within IBM's Smarter Workforce initiative. During his time there, Tim brought creative flair and marketplace savvy to IBM Kenexa's marketing communications and sales efforts. Leveraging more than 25 years of experience in branding, advertising, and product launches, he managed multiple marketing communications teams to success. He was also charged with creating and implementing Kenexa's overall marketing strategy.

Tim also possesses a strong knowledge of the human capital management industry, having served as Vice President of Sales for Recruitment Process Outsourcing and Employment Branding Practices at Kenexa from 2007-2010. Before joining Kenexa, he led marketing efforts as CMO at nationally recognized independent marketing communications firm Bailey Lauerman from 2000-2007.

Additional leadership positions include Vice President, Account Management from 1995 to 2000 at The Martin Agency (a subsidiary of McCann Worldwide), where he cut his teeth on major brand and creative development work. He has also partnered with some of the most recognized organizations globally, including Disney, GE, Bayer AG, Ford, UHG, and Union Pacific Railroad.

In addition, Tim has been responsible for branding, marketing and communications strategies that range from crafting messages targeted to Wall Street Investors to orchestrating Super Bowl spots designed to drive consumer awareness.

When he's not designing successful product strategies or leading inspired marketing and advertising teams, Tim enjoys serving the Omaha, Nebraska-area community. His proudest endeavors include the creation of a fundraising campaign for Udvar Hazy Center Air and Space Museum that generated more than \$185 million in contributions; a visionary turn as a member of the Board of Directors at the Air Force Air and Space Museum in Omaha; and a non-profit volunteer for the Lincoln (NE) Children's Zoo, where he helped to generate \$20 million in donations for the institution's initiatives.



Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.