



# Tom Arduino

CMO

## About Tom Arduino

An accomplished marketing leader with 20 years of B2B and B2C experience, Tom leads lifecycle marketing and growth for FinTech, Financial Services, and digital payments clients, driving increases in customer retention and lifetime value. He builds high-performing teams, optimizes marketing performance, and aligns with cross-functional business goals. With expertise in performance marketing, lead generation, digital marketing acquisition, content marketing, and integrated digital and traditional campaigns, he turns complex strategies into actionable plans that yield measurable results, including revenue growth and increased customer engagement.

## How Tom has Helped Businesses Grow

- Drove 50% growth in high-quality leads for fintech vertical developing and executing an integrated demand generation engine. Increased ARR by 30% through targeted marketing campaigns.
- Achieved \$2 million in repeat and \$2 million in incremental sales implementing omni-channel marketing strategies and launching new products.
- Realized 250% increase in retail sales volume and 130% growth in B2B pipeline orchestrating partnerships and marketing automation.
- Achieved 11% YoY increase in portfolio volume through strategic digital optimization, SEO, SEM, and targeted Social/Display retargeting. Propelled revenue generation by \$100 million within six months through the successful launch of innovative programs.
- Drove \$80 million in new revenue launching a pioneering Early Months on Books (EMOB) strategy for cardholders. Created and launched six innovative lifecycle programs.
- Achieved 20% YoY boost in card sales by orchestrating a comprehensive omni-channel plan for the reissue of cards for electronics retailer, equating to \$50 million in additional revenue.
- Elevated revenue by an impressive 40% through meticulous customer segmentation, strategic test plans, and lifecycle marketing initiatives, generating \$80 million in new revenue.

## Executive Experience

- CMO, Head of Marketing, Paybotic & Paybotic Financial
- CMO & Head of Marketing, Great American Finance & Castle Credit
- Vice President, Client Marketing, Synchrony
- Vice President, Marketing, MB Financial Bank
- Manager Brand Strategy, Partnerships, Capital One & HSBC

## Expertise

### Industry Experience

- Financial Services
- SaaS
- Professional Services
- Fintech
- Banking
- Payments

### Specialties

- Growth Strategy
- Go-to-Market Strategy
- Omni-Channel Marketing
- Brand Strategy
- Lead Generation
- Digital Marketing
- Customer Journey
- Value Prop Management
- Team Leadership

## Education

- MBA, Lewis University
- BA, Marketing & Business Administration, Lewis University
- Digital Marketing Strategy Certificate, Loyola University Chicago, Quinlan School of Business

## Contact Information

Tom Arduino  
Phone: 630.770.1039  
TArduino@chiefoutsiders.com  
www.chiefoutsiders.com