



Tracy Hansen

CMO

About Tracy

An executive with deep experience leading marketing teams from startups to global Fortune 500 companies, Tracy positions companies for success in highly competitive and dynamic technology spaces with leading-edge strategies and deep technical know-how and process improvements. Passionate for driving revenue, Tracy develops multifaceted go-to-market strategies and builds revenue generating organizations to deliver exceptional customer experiences. A student of disruptive innovation, she champions ideas that stretch boundaries, mobilize teams, drive change, and deliver revenue.

How Tracy has Helped Businesses Grow

- Repositioned SaaS software business as a market defining solution provider, carving the way to a \$1b valuation
- Successfully competed against Google free software to make premium priced SaaS software provider the market leader
- Rebranded international storage provider to expand reach and targets leading to 6x revenue growth within three years (1b to 6b)
- Refreshed aging software company brand helping to secure a 12x exit within three years
- Led strategic planning to define vision, strategies and execution plans that drive organizational alignment at startups and global software companies
- Drove change and helped a traditional mainframe company enter into Software-as-a-Service (SaaS) space
- Introduced sales development strategies to fintech startup to deliver predictable quarterly revenue streams increasing revenue by 22% in 18-month period
- Created and implemented global integrated marketing strategies to unify a fractured marketing team into an international powerhouse, lifting revenues and brand recognition across all target geographies reducing time to market by 3 months and decreasing overhead expenses by 10%
- Improved Customer Experience at scale-up manufacturing company by strategically pinpointing touchpoints across the supply chain, identifying expectation gaps and aligning processes to customer needs
- Delivered 4X increase in marketing generated/influenced revenue in 18 months with targeted campaigns by shifting focus from department users to senior executive buyers
- Achieved 82% marketing sourced new business revenue for fintech startup
- Achieved 39% share of voice in company's top markets, doubled social reach and drove 2x website traffic leveraging SEO and SEM strategies at scale-up manufacturing company

Expertise

Industry Experience

- SaaS
- Technology
- Industrials
- Education

Specialties

- Sales Growth
- Go-to-Market Strategy
- Strategic Positioning
- Strategic Planning
- Brand and Positioning
- Marketing Process
- Marketing Technology/IT

Contact Information

Tracy Hansen
Phone: 650.714.7339
thansen@chiefoutsiders.com
www.chiefoutsiders.com

Executive Marketing Experience

- Global CMO & President, North America, ProGlove
- CMO, Bento for Business
- CMO, Renaissance Learning
- Chief Marketing Officer, Tealium
- SVP, Marketing, CA Technologies
- VP, Marketing, NetApp

Education

- Master, Writing, Northeastern University
- BA, Communications, Mills College