



# Vickie Sherman

CMO

## About Vickie Sherman

An innovative and strategic business leader, Vickie applies experience gained in \$5 million to \$13 billion and Fortune 500 businesses to accelerate revenue. Bringing focus during high-stakes situations, she leads organizations through transformation—whether that’s scaling for growth, integrating after acquisitions, or navigating crisis situations. Known for eliminating silos to enhance divisional and corporate transparency, Vickie excels in organizational strategy, aligning cross-functional teams to reach consensus, determine roadmaps, and propel execution. She remains passionate about leading marketing and communications, driving cultural transformations to unlock potential and achieve success.

## How Vickie has Helped Businesses Grow

- Accelerated the \$70B integration of Pacific Premier Bank and Umpqua/Columbia Bank by leading the acquiree’s side of corporate communication, identification of the Target Operating Model (TOM), and transition without disrupting business as usual.
- Attracted M&A opportunities at Pacific Premier Bank by restructuring the marketing organization to an in-house agency, launching an outbound digital sales enablement platform, and introducing a low-cost workflow management system that optimized marketing resources (reduced department costs by 90%).
- Accelerated the post-acquisition integration at Mechanics Bank by optimizing marketing resources, focusing growth and GTM strategies, and creating a cohesive and sustainable bank culture within 180 days, including launching new website and intranet.
- Achieved Rabobank’s best performance in five years and quelled integration concerns by identifying and implementing the TOM, optimizing marketing resources, sharpening growth and GTM strategies, and coordinating brand renaming across all assets without disrupting business as usual.
- Amplified brand awareness, thus lowering the regional advertising buy by \$5 million, and achieved a top 10 social media ranking for Golden 1 Credit Union by enabling the Sacramento Kings partnership.
- Enhanced growth at Golden 1 Credit Union in 4 years from \$7B to \$13B in assets, \$69M to \$91M in revenue, and 700k to 1M members served by facilitating a cohesive business strategy including targeted brand awareness, an outbound digital marketing platform, corporate communications, and employee communications.

## Expertise

### Industry Experience

- Financial Services
- AI
- Commercial Real Estate

### Specialties

- Digital Transformation
- Growth Strategy
- Positioning & Messaging
- Marketing Resource Optimization

## Education

- Pacific Coast Banking School, Washington University
- MBA, Marketing and Organizational Strategy, University of California, Davis
- BA, Cognitive Science, University of California, San Diego

## Contact Information

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## Executive Experience

- Senior Vice President, Chief Marketing Officer, Pacific Premier Bank & Trust (Acquired by Umpqua Bank, now Columbia Bank)
- Senior Vice President, Director of Integrated Marketing, Mechanics Bank (Acquired by HomeStreet Bank)
- Senior Vice President, Director of Integrated Marketing, Rabobank, North America (Acquired by Mechanics Bank)
- President & CEO, Marketing Doer Co.
- Interim Vice President, Marketing, Golden 1 Credit Union
- Senior Manager, Marketing, Golden 1 Credit Union