



Vinay Sharma

Chief Marketing Officer

About Vinay Sharma

A growth-focused marketing leader with 15 years of experience blending performance marketing and leadgen with brand strategy, Vinay delivers immediate results and lasting momentum. With a proven track record of building and executing performance-driven marketing strategies, he delivers measurable ROI, reduced CAC, increased conversion rates, and scale funnel velocity. Vinay's expertise in aligning product, sales, and marketing strategy and strong background in data-driven marketing and lead generation fosters high-performing teams to drive growth. His proven ability to build brands around storytelling and experience amplifying external voice establish category leadership.

How Vinay has Helped Businesses Grow

- Drove awareness and demand for solar battery system set to launch in Q3'25 by aligning go-to-market strategy with sales and product teams.
- Drove 93% growth in bookings in the first full year, cutting CAC by 50% through data-driven marketing strategies at energy company.
- Delivered 33% bookings growth and 100% revenue growth leading a full-funnel prospecting strategy.
- Outperformed quota targets and earned numerous awards and recognition leading team within Meta. Proved higher impact of digital awareness vs traditional media campaign and promoted results as a case study for other clients.
- Generated \$1 billion revenue via 14% topline CAGR and 40% bottomline growth leading kids' beverage business.
- Won Gold Effie and created a kid-led sustainability program via partnership and 25% cardboard reduction.
- Grew total brand 8% launching Snapple White Teas.

Executive Experience

- VP of Marketing, Clean Energy, Generac Power
- Head of Marketing, Dandelion Energy
- Global Marketing Solutions, Industry Manager, CPG Vertical, Meta
- Innovation Director, Biscuits, Kraft Foods/Mondelez
- Brand Manager, Snapple and Mott's Juice, Dr. Pepper Snapple Group
- Assistant Brand Manager, Procter & Gamble

Expertise

Industry Experience

- Technology
- Food & Beverage
- Consumer Services
- A.I.
- Consumer Goods
- Industrial Manufacturing

Specialties

- Growth Strategy
- Demand Generation
- Go-to-Market Strategy
- Market Penetration & Growth
- International Expansion
- Positioning & Messaging
- eCommerce
- Channel Strategy
- Omni-Channel Marketing
- Competitive Strategy
- Market/Consumer Insight

Education

- MBA, Marketing, Strategy, University of Rochester - Simon Business School
- BS, Chemistry, University of Connecticut

Contact Information

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