



William Collins

Partner & CMO

About William Collins

William is a growth-oriented business executive with proven success in delivering profitable revenue and transformation for organizations through the art of data-driven decisions, design thinking principles, and organizational alignment. He helps organizations build sales-aligned marketing capabilities, drive revenue growth, and focus on initiatives that deliver quick time to value. His customer-centric approach to marketing leads to better targeting, clearer messaging, and impactful results.

How William has Helped Businesses Grow

- Drove 20%+ YOY revenue growth for Teknion designing and executing growth marketing strategies.
- Launched a SaaS data quality management solution, defining and creating the product positioning, messaging, and go-to-market plan, driving \$250K in ARR in the first 3 months.
- Identified and drove \$200 million+ in new digital revenue over 5 years at the Freeman Company as a key driver of strategic initiatives.
- Delivered 16%+ YOY growth in a \$200 million+ e-commerce channel through effective redesign, merchandising, and cross-sell/upsell initiatives.
- Added over \$1 million in top-line revenue to the digital portfolio leading the acquisition of EMEA technology company.
- Improved provider cash flows by 15-20% through the implementation of revenue cycle management solutions at Heartland Payment Systems. Drove margin growth of 26% YOY with a comprehensive strategy.
- Generated \$19 million in gross margin managing healthcare payments portfolio with \$4.4 billion in annual processing volume.

Executive Experience

- CMO, Teknion Data Solutions
- VP-Digital Strategy, The Freeman Company
- President, Digital Works Consulting
- VP Healthcare Vertical Strategy, Heartland Payment Systems
- VP, Product Management, Alliance Data
- VP Sales and Marketing, Atrana Solutions
- Director of Consumer Marketing & Strategy, Verizon Communications

Expertise

Industry Experience

- Healthcare
- SaaS
- Professional Services
- Technology
- Financial Services

Specialties

- Digital Marketing
- Growth Strategy
- Sales/Marketing Automation/MarTech
- Demand Generation
- Go-to-Market Strategy

Education

- MBA, Baylor University
- BS, Marketing, Montana State University

Contact Information

William Collins
Phone: 214.542.5166
WCollins@chiefoutsiders.com
www.chiefoutsiders.com

How William Has Helped Clients Succeed

- Grew SQLs by over 50% and led integration initiatives on two key global acquisitions.
- Improved SQLs 3x while reengineering key sales and marketing pipeline processes.
- Developed and launched a new identity, new brand, and new website for the client leading to key partnership signing to scale their business.
- Rebuilt marketing and partnership programs resulting in 30% YOY revenue growth.
- Developed and implemented foundational marketing programs including HubSpot implementation, Messaging & Positioning, high-performing websites, and strategic marketing playbooks for both of their brands resulting in new closed-won revenue.
- Revamped marketing program to create a sustainable and predictable demand gen program for SaaS HR technology company.
- Mentored junior marketing talent enabling them to improve skills, marketing EQ and achieve promotions to senior positions.

Clients Served

- Jitterbit
- PeopleElement
- Insightful Partners
- Blue Edge Infrastructure
- Red Banyan
- XeoMatrix
- TBC
- Anderson Technologies
- Boast AI