



Deborah Fell

Area Managing Partner & CMO

About Deborah

Deborah is a Chief Outsiders Area Managing Partner, CMO and results-generating strategic marketing and growth executive based in Washington, D.C. She helps large and small B2B and B2C organizations clarify positioning, turn around mature brands and create critical foundations for new brands to drive revenue and share. With a passion for listening to the customer and leveraging insights, market analysis, experience and instincts, she helps clients sharpen strategies and gain traction on a new roadmap for growth.

How Deborah has Helped Businesses Grow

- Turned around mid-market brand's -20% sales trends to +30% through segmentation, messaging, detailed planning and execution.
- Increased sign-ups in healthcare insurance company by 20% through customer segment insights, messaging and sales training.
- Turned around global mature brand at Marriott International through re-positioning, ecommerce strategies, re-branding, marketing campaign, data analytics, high profile PR and event marketing, and direct and digital marketing strategies.
- Increased loyalty in luxury brand by 5% during downturn through differentiation strategies and leveraging shared platforms.
- Achieved eight-point market share increase through re-positioning, establishing the brand's voice, web development, and product and service enhancements.
- Developed and launched brand positioning and initiatives with full system alignment in less than six months for manufacturing and retailing company (including new retail store design requiring dealer investment).

Executive Marketing Experience

- Board of Directors, D+R International
- SVP, Global Marketing, Marriott International
- VP, Marriott Senior Living Services
- CMO, Hastens Beds
- Division Management, AT&T
- Product Management, Ecolab
- Regional Management, McDonald's Corp.

Expertise

Industry Experience

- Healthcare
- Entertainment/Recreation
- Consumer
- Hospitality

Specialties

- Market/Consumer Insight
- Positioning & Messaging
- Digital Transformation

Education

- MBA, Business Management, The George Washington University
- Certified Coach, Coaches Training Institute (CTI)
- BBA, Marketing, The George Washington University

Contact Information

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Clients Served

- Hästens Beds (Luxury Furniture)
- TridentCare (Healthcare Clinical Services)
- Citizens/Icon Parking (Consumer Services)
- Adventures on the Gorge (Travel & Tourism)
- Sky Zone Trampoline Park (Recreational Facilities and Services)
- Cal Poly (Higher Education)
- WhiteStone Builders, Inc (Construction)
- Streetsense (Architecture & Design Services)
- Harpoon Brewery

Published Works

- [Webinar: Rock Solid Value Propositions](#)
- [CEOs: What's your Competitor's Plan to Win?](#)
- [CEOs: Go Deep for your Customers!](#)
- [CEOs: What do You Stand For and Who Cares?](#)
- [The Three Levels of Listening: Deeper Insights for More Enduring and Effective Sales and Marketing Strategies](#)
- [Marketing with Impact: Four Goldmine Strategies](#)
- [US Markets are Recovering – Are you ready?](#)

Client Case Studies

- [Sky Zone - Toronto Sky Zone Franchisee Soars with Segmented Growth Strategy](#)
- [Global Hotel Portfolio Brand Re-energizes Employees & Millennial Customer Base](#)
- [Sports and Fitness Company Achieves 25% Revenue Growth after 25% Revenue Loss With Focus on Millennial, Family Segments & Lifecycle Marketing](#)