



# Mark Coronna

Partner & CMO

## About Mark

Mark is a Chief Outsiders Partner and CMO. Mark is the author of four eBooks focusing on business growth engines, value propositions, digital transformation, and building an “Intelligent Sales Pipeline™.” He is also the host of his own radio show and podcast called The Practical CMO.

Mark helps CEOs and their teams across multiple industries and business sizes to develop key market insights, innovative products and services, and effective go-to-market programs to accelerate business growth. Mark employs his entrepreneurial spirit, executive experience in marketing, business development, sales, product management, operations, and technology management to skillfully build, grow, and revitalize organizations. He applies best practices from many sources and industries, effectively using digital marketing and digital technology to transform operations and create new revenue and profit opportunities. Mark is also an expert at horizon growth integration into EOS/Traction.

## How Mark has Helped Businesses Grow

- Conceptualized and launched the leading global B2B electronic payment solution and information services network. Signed \$1B annual contract in 2nd year of operation and grew the business to \$6.5B in transactions processed in four years at US Bank.
- Re-branded major corporation and rationalized 80+ products and brands into 10 families. Introduced new value proposition and achieved 70% brand recognition in 10 months and 4 billion annual brand views in 3 years at Wolters Kluwer.
- Re-branded \$400mm business and executive sponsor for \$3.5B corporate rebrand and value proposition redefinition by introducing digital marketing and improving traditional marketing programs.
- Led two Fortune 500 businesses onto the Internet as the first VP of eCommerce for both US Bank and Deluxe Corporation. These first initiatives were fully-functioning eBusinesses.
- Multiple successes turning lines of business from low/no-growth into growing, profitable businesses at Wolters Kluwer and Persoft.
- Conceptualized, built, and operated two online print services and the leading PC-based financial accounting software solution at Deluxe Corp and Open Systems.

## Expertise

### Industry Experience

- Healthcare
- Professional Services
- Technology
- Industrials
- Financial Services
- Distribution

### Specialties

- Sales Growth
- Go-to-Market Strategy
- Digital Transformation

## Contact Information

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## Executive Marketing Experience

- **Managing Director-Europe and Chief Product Officer**, Wolters Kluwer Financial Services
- **Chief Marketing Officer**, Wolters Kluwer Financial Services
- **SVP and General Manager, Interactive Commerce Group**, US Bank
- **VP Electronic Commerce and VP Business Development**, Deluxe Corporation
- **VP Marketing and Sales**, Persoft Corporation
- **VP Marketing and Sales**, R-Scan Corporation
- **VP Marketing and Sales**, Open Systems, Inc.

## Education

- Kellogg Executive Development Program-Northwestern Univ., Evanston, IL
- MS and BA, University of Wisconsin-Madison
- University of Bologna, Italy (Year Abroad)

## Published Works

- [The Practical CMO Podcast: Outperform Your Market: Embedding Horizon Growth Into Your Management Process](#)
- [The Practical CMO Podcast: “Internal” Networking - Your Key to Communication Success](#)
- [The Practical CMO Podcast: What Happens When Sales & Marketing Collaborate, and What Happens When They Don’t?](#)
- [The Practical CMO Podcast: Challenges and Best Practices in Securing Investment Capital](#)
- [The Practical CMO Podcast: A Realistic Evaluation of EOS® - What it does and doesn’t do for your business](#)
- [The Practical CMO Podcast: EOS® and TRACTION - where does the content come from?](#)
- [eBook: Horizon Growth Planning](#)
- [Fintechs Have Ended the Trickle-Down Era of Payment Innovation](#)
- [Chief Outsiders CMO Featured on SLMA Radio Show](#)
- [Improving Your Lead Generation and Qualification Processes](#)
- [The Digital Growth Imperative for SMBs](#)
- [Driving your Business Forward: Implementing a Best-In-Class Engine of Growth](#)
- [It’s Not Too Late to “Act Digital”](#)
- [Finding ‘Grand Slam’ Clients Using an Ideal Client Profile to Build Your Business](#)
- [Go-to-Market Security Issues Every SMB CEO or Sales/Marketing Exec Needs to Prevent](#)
- [Why a “Failure to Communicate” is a First Step to Going Out of Business](#)
- [When the Economy Turns Down, Will Your Company Be Ready? A 10-Step Practical Guide to Preparing Your Go-to-Market Program](#)

## Clients Served

- Hubbard-Hall (Chemicals)
- EA Sween (Food Production)
- Interstates (Engineering/Construction Management)
- Intek Plastics (Plastic Extrusions)
- Fey Industries (Marketing and Advertising)
- Bepex International (Process Equipment)
- Dalsin Industries (Metal Fabrication)
- Dultmeier Sales (Wholesale Distribution)
- Lifesprk (Healthcare/Lifecare)
- Geo-Comm, Inc. (GIS Data/Public Safety)
- Enerquip (Heat Exchangers)
- Optimum Safety Management (Safety Services)
- Simplex System Controls (Electronic Controls)
- Trimble Transportation Management (Transportation Technology)
- Orange Tree Employment Screening LLC (Human Resources)
- Medcom (Hospital & Health Care)
- Full Throttle Technologies (Automotive)

## References

*Benchmark partnered with Chief Outsiders and Mark Coronna in February of 2020. Mark's systematic approach to growth and marketing opened the eyes of our management team. Chief Outsiders helped Benchmark rebrand, redefine, and refocus on the things that will allow our business to thrive for years to come. Mark's passion to understand the customer and his market, along with his ebullient personality, make him a great consultant for any organization. We'd recommend him to anyone- except our competition!*

**Mark Atkins, Jr., Vice President, Benchmark Construction**

*"I want to thank you for the amazing work you did with setting the marketing direction for Full Throttle Technologies. Starting with our initial {and fairly murky} set of requirements, your ability to bring in and then collaborate with both groups inside of Full Throttle and outside to get the information you needed to come up with a really robust marketing plan in a short period of time is amazing. The extra effort you put into this project showcases your incredible expertise and leadership skills. Our next step is to complete the various product initiatives to get to market with a collection of internal potential clients. You were instrumental in helping us present Full Throttle as being professional and efficient. This will be important with our quest to find prospective customers with our new products. Again, thank you for all your help and for finding, motivating and organizing everyone to get a great plan built. We've all learned a lot from your help."*

**Anders Jenski, Founder, Full Throttle Technologies**

*“Mark helped our team get real about our 5-year horizon growth plan. We have a unique set of economics with multiple service lines that needed alignment and guidance on how to value and grow them collectively over time. Mark took us deep into the economic drivers and business opportunities that provided clarity and alignment on how our model will change healthcare’s delivery system for seniors. His leadership was thoughtful, strategic, and authentic, and helped us frame the backbone for what became our confidential informational memorandum (CIM). The quality of the CIM, as well as the rigor, discipline and learning our executive team obtained from our time with Mark allowed Lifesprk to recently raise a significant PE capital injection.”*

**Joel Theisen, CEO - Lifesprk**

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*“When I met Mark, he told me that his driving force was to create success for his clients. This is easy to say and hard to do. Mark is true to his word. He is the real deal. Mark tells you what he’s going to do and then he does it. He’s hard-working. He will not only keep pace with you but enable you to go faster. He provides big picture ideas and high-level plans of execution while also having the ability to roll up his sleeves to conduct in-depth research and create metrics to assess your marketing and sales plans. Mark understands that marketing must end in sales. His expertise spans both disciplines. His versatility leads to practical plans that work. Mark brings valuable experience and expertise to the table. He has the confidence to share his ideas and the humility to let you make the final decision. He works the project just like he says he will – for your success. If you haven’t yet met Mark, you should. You’ll be glad you did.”*

**Jeff Ernste, Vice President, Sales and Marketing - Orange Tree Employment Screening**

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*“Mark is a true marketing special forces player. He’s a force multiplier of his team and my team’s efforts. He brought us from the dark ages of marketing to the here and now, poised for the future. Professional, effective and direct. All attributes any group would value.”*

**David Gaither, Vice Chairman - Medcom Holding**

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*“Mark guided us through a complex digital transformation project with expertise, creativity and just the right amount of humor to get a diverse team through some long meetings. He delivered everything he promised (on time) as well as a little extra. Excellent all around.”*

**Molly Kellogg, CEO - Hubbard-Hall:**

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*“Mark Coronna takes the mystery out of strategic go to market planning. His Horizon Growth process is practical and straightforward. It nicely balances short term needs against laying the foundation for future growth. Small business owners often struggle with how to measure the ROI of marketing efforts. Mark helps bring clarity and focus by zeroing in on growth vs. marketing as the driver of strategy.”*

**Bill Mills, President - Minnesota Executive Group Inc.**

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*“Mark has worked closely with our team for the past year, leading us through the development of a 3-5-year strategic marketing and growth plan. He has done an outstanding job effectively leading us through a challenging process in a timely manner. We are amazed by what we’ve accomplished to date. Mark is the ultimate professional and a pleasure to work with. We consider him an extension of the Enerquip Team and look forward to a continuing relationship.”*

**Jeannie Deml, Director - Time Federal Savings Bank**

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*"Mark is an expert at helping organizations grow. I have seen him lead successful growth initiatives at a number of companies where I serve as a director as well as in other organizations from early-stage to Fortune 500 size companies. He leverages his career experiences in sales, marketing, business development, technology, and operations to the benefit of his clients. He uses a very disciplined methodology and combines this with a creative approach to help clients identify opportunities out of their normal field of view. All growth initiatives are carefully monitored to ensure they are meeting established milestones that will drive revenue and profit. Mark has a strong record of identifying and implementing growth strategies, helping employees to be more successful, and increasing shareholder value."*

**Arnold Angeloni, CEO and Board Member**

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*"Mark has done an excellent job supporting me as CEO and our VP Sales and Marketing as we work to improve our strategy and strategic plan in horizon growth planning, value proposition, brand auditing, etc. Mark has a wealth of experience that he brings to our organization through his consulting. I would highly recommend Mark and Chief Outsiders to anyone needing this expertise!"*

**Jill Hesselroth, CEO - Intek Plastics**

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*"Mark is insightful, strategic, technically strong and of high integrity. We recently engaged him to work with us on a long-range planning process and he exceeded our expectations. He was very thorough on the preparation discussions, brought us a disciplined innovation process, and was able to moderate our sessions with both personal experience and strength to navigate through the sometimes "murky" world of future strategy."*

**Brian McLaughlin, President - PeopleNet**

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*"Mark has a deep and broad strategic mindset that enables him to develop an innovative idea and drive it to profitable execution in record time. He has a serial record for creating high performing organizations. Mark has a track record for generating wealth for his investors, shareholders, employees, partners and community. Everyone wins in the ecosystem when Mark is engaged. His integrity is unyielding and his passion to improve everyone and everything around him is contagious."*

**Murad Velani, COO - Jostens**

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*"We engaged Mark to help us turnaround our online business. He brought a strong voice-of-customer orientation to the process which was lacking previously. Mark developed a model which analyzed five strategic options, then helped us understand which would fit the business best. The comprehensive plan he produced was accepted by our corporate board and fully funded, and they commented that the plan "knocked it out of the park." Mark's deep knowledge of marketing, technology, and eCommerce came together in a unique way to help us accelerate our businesses."*

**Vicki Leinbach, CIO - The Ariens Company**

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*"Mark is the consummate professional and brings a wealth of knowledge and experience to his consulting engagements. Through his vast successful past projects he has carved out a unique solution to assist companies in large strategic undertakings in a fraction of the time it would take without his assistance. One person said it best when he said, 'Throw Mark into a room with a bunch of people with chaos and he will talk to each and every one of them and then deliver an output report which sorts everything out and gets people on track.' I could not agree more."*

**Tony Belden, CEO - Engineering America**