



Rich Smith

CMO

About Rich

Rich is a Chief Outsiders CMO and award-winning marketing executive based in Philadelphia. Passionate about helping CEOs differentiate their businesses in the most competitive market segments, Rich has a track record of delivering results in high-pressure situations including: hyper-growth private-equity funded start-ups, newly acquired companies, post-bankruptcy turnarounds, and companies facing a financial, regulatory, or public relations crisis. He develops profitable business plans; aligns and fosters transparency between CEOs, CFOs and marketing; designs customer experiences to increase acquisition, activation and retention; and builds remarkable brands.

How Rich has Helped Businesses Grow

- Grew revenue of a start-up behavioral health company by over \$50 million in one year, building the marketing team and leading marketing strategy, brand positioning, marketing & sales integration, public relations, and marketing technology as CMO of Recovery Centers of America.
- Drove loan production from \$0 to \$25 billion annualized in less than 2 years, building the marketing team, campaigns, and technology from the ground up as CMO of Ditech.
- Achieved #3 rank from JD Power amongst mortgage originators for customer satisfaction in Ditech's debut on the list.
- Achieved a #2 ranking in brand awareness amongst independent mortgage companies within three years of re-launching the Ditech Mortgage brand.
- Achieved 150% growth in retail deposits within 1-year through a digital transformation and online banking launch as CMO of AIG Bank.
- Led the transition of AIG Bank's business during the financial crisis, maintaining solvency, and returning to profitability within 18 months.
- Increased sales conversion by 20%+ introducing AIG Security Advantage—a new enhancement to auto insurance.
- Developed digital strategy for AIG Auto Insurance, growing channel to 30% of new policy production within 3 years.
- Exceeded P&L responsibility of \$230 million and \$12 billion annual loan growth, bringing in 20% of credit card division's net income at Bank One.
- Generated 7 million+ accounts and \$12.5 billion in loans in less than 2 years heading the research, development, and launch of the first platinum bankcard in the US—MBNA Platinum Plus MasterCard and Visa.

Executive Marketing Experience

- CMO, Recovery Centers of America
- CMO, Ditech Financial
- CMO, AIG Bank
- VP US Consumer Markets, AIG Accident & Health
- Director Retail Marketing, AIG Personal Lines
- FVP Credit Card Balance Build, Bank One (Chase)
- FVP Product Development, MBNA America (Bank of America)
- VP Loyalty Marketing, MBNA America (Bank of America)

Expertise

Industry Experience

- Healthcare
- Insurance
- Financial Services
- Consumer Goods
- Health and Wellness
- Mortgage
- Banking
- Consumer Finance
- Behavioral Health

Specialties

- Digital Marketing
- Product Development
- Brand Strategy/Refresh
- Go-to-Market Strategy
- Positioning & Messaging
- Marketing Technology
- Market & Consumer Segmentation
- Data-driven Marketing
- Loyalty Marketing
- Media Mix Optimization
- Brand Re-launch
- Strategic Positioning
- Crisis Communications

Education

- MBA, Lerner School of Business and Economics, University of Delaware Executive Program
- BS Economics, Penn State University
- Associate Personal Insurance, American Institute of Chartered Property Casualty Underwriters and the Insurance Institute of America

Contact Information

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