



Sandy Barger

Partner & CMO

About Sandy

Barger has been executing successful go-to-market and brand strategies for small, mid-market, and Fortune 100 businesses for more than three decades. Sandy's broad experiences across both Marketing and General Management have given her the unique ability to develop and deliver innovative, integrated action plans that are implementable across the entire organization. For nearly 15 years, Sandy served as SVP of Worldwide Marketing at Disney, leading hundreds of new product launches and developing deep expertise in identifying new market opportunities, understanding motivations, and establishing unique and compelling messaging that unifies the company and drives demand. A recognized leader in the digital space, Sandy has deployed innovative technologies to develop award-winning products, create demand generating promotions and streamline company processes. Sandy's experience in B2B, B2C, and Service companies means Chief Outsiders clients can leverage her insights and best practices across a variety of verticals.

How Sandy has Helped Businesses Grow

- **Financial:** Responsible for P&Ls from \$50K to \$4B.
- **New Technologies:** Awarded 2012 Golden Bridge Award for Marketer of the Year in the new media/digital technology space.
- **Innovations:** Led top-performing and award-winning product releases with innovative product, marketing and creative strategies: #1 worldwide DVD (Pirates of the Caribbean); #1 animated film (Finding Nemo); #1 Re-release (Lion King).
- **Product launches:** Developed and launched over 200 new products for kids and adults including leading the product development and management, the B2B strategy to secure distribution and the B2C campaigns to drive demand.
- **Branding:** Established a clearly differentiated identity and compelling messaging and branding for Disney products globally; business to business services such as Forensics Analytics Crime Lab, Hanson Laboratory Supplies; Los Angeles College of Music and individual thought leaders.
- **Organizational Alignment:** Led the transition of Disney's marketing from separate domestic and international business units to a global structure, creating worldwide operational efficiencies, local market effectiveness, and territory empowerment.

Expertise

Industry Experience

- Professional Services
- Retail
- Entertainment/Recreation
- Consumer
- Consumer Goods
- B2B Services
- Manufacturing
- Food
- Fashion
- Electronics
- Media
- Health and Wellness
- Technology
- Education

Specialties

- Content production and strategy
- Digital Marketing
- Sales & Marketing Alignment
- Omni-Channel Marketing
- Market/Consumer Insight
- Brand Strategy/Refresh
- Demand Generation
- Go-to-Market Strategy
- Product Innovation
- Positioning & Messaging
- B2B Marketing
- Creative Strategy
- Demand Generation
- Go-to-Market Strategy
- Marketing Technology
- Lead Generation
- New Business Development
- Retail & Trade Marketing
- Market & Consumer Segmentation

Contact Information

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Executive Marketing Experience

- SVP Worldwide Brand Marketing/Product Management, Disney Home Entertainment
- SVP Marketing/General Manager Emerging Markets (China, Russia, India), Disney Home Entertainment
- SVP Cross-Channel New Product Strategies and Development, Walt Disney Studios
- VP North America Brand Marketing/Product Management, Disney Home Entertainment
- Trade Marketing, Disney Home Entertainment and Disney Interactive
- Head of Marketing, Stelle Audio Consumer Electronics
- Head of Marketing, Everloop Digital Start-up
- Manager Marketing, Dole Consumer Products
- Retail Executive Program, May Company Education
- MBA (MM) Marketing and Finance, L. Kellogg Graduate School of Management, Northwestern University, IL
- BA, Organizational Studies and Sociology, University of California at Davis

Clients Served

- Insta Graphic Systems (Apparel & Fashion)
- Superior Press (Banking)
- Vistage International, Inc. (Professional Training & Coaching)
- Momentum Factor (Marketing and Advertising)
- Forensic Analytical Sciences, Inc. (Environmental Services)
- Forensic Analytical (Environmental Services)
- Katalina Holding Company (Food Production)
- Gordon & Schwenkmeyer Inc (Civic & Social Organization)
- The Super Dentists (Healthcare)
- Hanson Lab Furniture, Inc. (Furniture)
- Clear, Inc. (Health, Wellness and Fitness)
- The Yacobian Group, LLC (Retail)
- LEVEL-5 International America, Inc. (Computer Games)
- Fire Starter Videos (Marketing and Advertising)
- Abena (Healthcare)
- Cabeau, Inc. (Consumer Goods)
- Southern Methodist University, John Goodwin Tower Center (Education)
- CompuVision (Technology/Managed Service Provider)

Published Works

- [2019 Top Internet Trends and How They Impact Your Business](#)
- [The Top 12 Internet Trends Executives Should Know About in 2018](#)

Client Case Studies

- [Forensic Analytical Crime Lab \(FACL\) - Established Crime Lab Rebranded for Growth](#)

References

"In our business, we don't consider marketing a department (although we have a marketing department). Marketing is part of our identity and everything we do. Having someone like Sandy at Chief Outsiders as a resource has been very helpful. She has helped me in a variety of areas such as hiring my internal marketing team and positioning new products. It's wonderful to be able to rely on her for advice. Another benefit I've seen in working with her company is having access to so many talented marketing executives with a variety of experiences. I really like their business model and I think many companies can benefit from working with them."

Dr. Kami Hoss - CEO, The Super Dentists

"Sandy is extraordinary. She really cares about the work she is doing. We felt she was 100% committed to seeing Fire Starter Studios succeed. She went above and beyond by showing us what we needed and better yet, understood that we were an execution based company and helped us learn HOW to execute our marketing."

Rachel Klein - CEO, Fire Starter Studios

"Professional support and innovative ideas. Chief Outsiders is a tremendous resource."

Russ Carlin - CMO, Forensic Analytical Consulting Services

"Sandy Barger was just a natural choice. She has all the operating marketing experience for this project that I don't, exactly what Chief Outsiders was created for."

Simon Waldron - SVP Marketing and Licensing Americas, Level-5 abby, Inc.

"I had the privilege of working with Sandy this past year on new product release strategies for Cabeau, a travel accessories company. She wasn't afraid to jump into the details with multiple departments to help us tackle the challenges that we were facing with two critical product introductions. Sandy is smart and strategic and was an asset to help drive the development of the supporting marketing plan and product communication. I look forward to the opportunity to work with Sandy again."

John Hanna - VP of Global Marketing, Cabeau