



# Tom McCrary

Partner & CMO

## About Tom McCrary

Tom's broad industry experience and professional services expertise has been instrumental in helping to define Chief Outsiders' purpose and brand as well as those of his clients. Tom collaborates with clients to identify insights, develop strategies and implement specific action plans to optimize their growth potential. He is especially adept at helping leaders of business and professional services firms clarify their strategic vision and drive the organizational change needed to deliver breakthrough business results.

## How Tom has Helped Businesses Grow

- Generated \$180 million in new deposits within three months by creating the innovative, first of its kind, "Take Ten" CD for Northeast Savings.
- Boosted Pro Staff's annual growth by more than 30% while leading geographic expansion from 13 to 31 markets/75 to 200+ branches.
- Designed "Source Market" and "Spotlight" analytical models for corporate and leisure hotel segments, resulting in weekday business share growth of 50% and weekend business growth of 10+% at Embassy Suites in a flat to declining leisure hotel market.
- Dramatically increased efficiency of marketing and communications investments by consolidating marketing spend/agencies, recruiting new partners and realigning the organization for NRG/Reliant Energy.
- Spearheaded Vision initiatives to shift strategic context, align the organization and create new opportunities for future growth, e.g., a company acquisition and a new infusion of capital.

## Client Resources

- Ebook: Create and Activate Visioning to Inspire your Organization
- Create and Activate Visioning to Inspire Your Organization
- A Conversation with Robert Cialdini, Author of "Pre-Suasion, A Revolutionary Way To Influence And Persuade"
- D.A.R.E. to Grow

## Client Case Studies

- CEO Taps Chief Outsiders to Help with ASLA Transformation

## Expertise

### Industry Experience

- Professional Services
- Technology
- Financial Services
- Consumer Goods
- Hospitality/Travel/Entertainment
- Consumer Services
- Non-Profit/ Associations
- Healthcare
- Energy

### Specialties

- Growth Strategy
- Market/Consumer Insight
- Executive Coaching
- Market & Consumer Segmentation
- Strategic Vision Creation/Activation
- Organizational Transformation
- Competitive Strategy
- Marketing Process/Implementation

## Education

- MBA, Fuqua School of Business, Duke University
- BA, Music, Duke University

## Contact Information

Tom McCrary  
Phone: 214.931.9525  
TMcCrary@chiefoutsiders.com  
www.chiefoutsiders.com

## Executive Experience

- Senior Marketing Director, Embassy Suites Hotel
- Senior Marketing Director, NRG/Relliant Energy
- VP, Operations, Marketing and Business Strategy, WhatWorks (Incubator)
- VP, Marketing (CMO), Pro Staff
- VP, Marketing (CMO), Northeast Savings
- Head of Marketing (CMO), Tony Roma's Restaurants
- VP, Sales and Marketing, Lessonware
- Strategy Consultant - Transformational Change, King Chapman and Broussard"

## Clients Served

- American Society of Landscape Architects (Non-Profit/Association)
- American Institute for Ultrasound in Medicine (Non-Profit/Association/Healthcare)
- Steer Group (Professional Services)
- RARE Hope (Non-Profit/Healthcare)
- Catapult Employers Association (Professional Services/Non-Profit/Association)
- Impact Weather (Professional Services)
- SaviLinx (Contact Center)
- National Philanthropic Trust (Non-profit)
- Summa Technologies, Inc. (Information Technology and Services)
- Streetsense (Design/Architecture/Professional Services)
- Insperty (Professional Services)
- Frontier Capital (Investment Management)
- American Immigration Lawyers Association (Non-Profit/Associations)
- UT Southwestern Medical Center (Healthcare)
- CU Solutions Group (Financial Services)