



Paul Sparrow

Managing Partner, CMO, CSO and CRO

About Paul Sparrow

Paul is a Sales and Marketing business growth expert with over 30 years of strategic development and execution in a variety of industries and settings, including Fortune 50 companies, startups, turnarounds, and emerging growth organizations.

Experienced in leading and executing strategic pivots and growth initiatives, Paul is a creative business strategist with a sharp eye for identifying blind spots and internal limitations. He leverages his skills to address external threats and seize opportunities. Paul has participated in over a dozen mergers and acquisitions, navigating the complexities of change management with ease and practicality.

He excels at creating sustainable growth initiatives that achieve significant market penetration and accelerate revenue. Skilled in both short-term and long-term planning and execution, Paul is adept at developing and implementing high-performing channel strategies and initiatives. He is equally effective in leading both Sales and Marketing, demonstrating proficiency in driving both disciplines towards accelerated revenue growth.

How Paul has Helped Businesses Grow

- From a baseline of \$24M, drove annual revenue to an all-time high of \$53M in 2 years, leading to a large corporate investment by Goldman Sachs
- Converted failing subscriber-based revenue stream into an advertising and sponsorship model, generating sales and market responsiveness leading to the company's acquisition by WebMD
- Introduced strategic initiatives accounting for an 18% increase in market penetration, producing 10% of company gross revenues and yielding an ROI in excess of 200%
- Generated > 30% growth in enrollments and new student retention increases of > 25%
- Led product integration and marketplace alignment while segmenting market offerings and outreach into a distinct regional focus. Delivered a 20% increase in sales while surpassing the company's \$255M annual plan
- Shortly after his engagement as fractional CMO, Paul's client experienced record third & fourth quarter revenues and the company posted a 17% growth in revenue for the year

Expertise

Industry Experience

- Healthcare
- Professional Services
- SaaS
- Technology
- Education

Specialties

- Growth Strategy
- Sales/Marketing reorganization
- Broker model penetration
- Sales negotiation methodology
- Economic health assessment & growth strategy
- Gap analysis & SWOT activation
- Talent development
- Market Penetration & Growth
- Competitive Strategy
- Go-to-Market Strategy
- Positioning & Messaging
- Channel Strategy

Education

- Bachelor of Arts, Mercer University

Contact Information

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Executive Experience

- Senior Vice President of Sales & Marketing, WebMD Transaction Services
- Senior Vice President of Sales & Marketing, Benefitfocus
- Northeast Region Business Director; Product Director, Johnson & Johnson (Ortho-McNeil Pharmaceutical)
- Chief Manager & President, Huckleberry Farms LLC
- Senior Vice President of Sales & Marketing, Cambar Solutions
- Vice President of Sales, GreenWizard

Clients Served

- Blue Cross Blue Shield of MI, Sr. Health Services (Healthcare Payor)
- Action Benefits (Heath Insurance Field Marketing Organization)
- Service Coordination/Montcordia (Aging Life Care Services)
- MidSouth Pain Treatment Center (Medical Practice)
- Physician Services USA (Medical Practice Management)
- Rehabilitation Specialists of NJ (Medical Practice)
- Call-Em-All (Technology)
- Avtec (Technology)
- Dig South (Technology Media & Events)
- FISCAL Credit Suite (Computer Software)
- Level 2 Legal Solutions (Legal Services/SaaS)
- Belay (Staffing Services)
- Enviro Professionals (HVAC/IAQ Services)
- Leadership Ventures (Leadership Development Services)