



# Geoff Roach

## Specialties

- Innovating products, services, and marketing for B2B organizations
- Post merger / acquisition marketing, brand, and strategy integration
- Launching new products, business models, and services
- New market entry, especially international expansion
- Guiding strategy and marketing before seeking funding or growth by acquisition

## Where Geoff Can Help Your Business

- Get traction for your new product, marketing team, or startup
- Help position and prepare your company for merger and acquisition activities
- Develop and execute new go-to-market plans, including international expansion, that drive revenue and profitability
- Aligning marketing, sales, and operations to increase performance across the business
- Create and implement new brand strategy and drive implementation of brand-building tactics
- Leverage influencers, analysts, and thought leaders to gain market traction
- Select and implement new marketing and sales support systems

## Success Stories

- Drove Silicon Valley startup in geolocation and data quality space from \$0 revenue to #222 in Inc Magazine 500 and acquisition by a UK company
- Led marketing team that grew software development technology company from \$30 million to \$100 million through organic growth and acquisition
- Increased revenue and positioned enterprise application software company for IPO
- Led EMEA sales team at enterprise software company to first contracts over \$1 million
- Created company from IP and technology at major university that delivered over 40X to original investors at exit
- Changed product focus of business unit to solutions and services increasing revenue and deal size
- Turned around software company with declining revenue through new focus and customer satisfaction

## Executive Marketing Positions

*CMO & COO, Loqate*

*VP Worldwide Marketing and EMEA Sales, Callidus Software*

*VP Marketing, Pure Software / Pure Atria*

*VP Marketing, Mergent Systems (acquired by Commerce One)*

*VP Marketing, European Technology and Finance – Dynasty / Infosquare*

*CMO, Innersell*

*Senior Marketing Executive, Digital Equipment Europe, Paris, France*

*Product Marketing, Informix*

## Contact Information

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# Biography

**Geoff comes to Chief Outsiders from his role as COO/CMO at Loqate, a data quality and geolocation startup that had a successful exit in 2015. Geoff was on the initial management team that grew the company from no revenue to being named number 222 in the Inc 500 and the sixth fastest growing private company in Silicon Valley in 2014.**

The acquisition of Loqate by a UK-based company was the latest exit in Geoff's career where he has built and grown businesses across the globe. Geoff was VP of Marketing at Pure Software which grew from \$30 million to \$100 million in under two years through organic growth and acquisition. He led a \$400 million software unit for Digital Equipment Corporation Europe where he lived and worked in Paris, France. At DEC, Geoff was named one of the top 50 marketing people twice. At Callidus Software, Geoff was VP Marketing and EMEA Sales that ramped the company up to \$40 million in preparation for

an IPO. He led product marketing at Informix (now part of IBM) when the company grew from \$300 million to \$750 million. At the other end of the spectrum, he was VP of Marketing on a team that founded a company based on software developed at Stanford University, built a product and company, and sold the company to Commerce One resulting in a 40X return for the early investors.

Geoff earned a Doctoral Degree in Business Administration from the University of Phoenix. Geoff has an MBA from the University of Missouri, an MS in Computer Science from Clemson University, and a BS in Mathematics from the University of Louisiana. He is also a graduate of the Stanford Graduate School of Business Executive Program.

Geoff grew up in New Orleans where he acquired passions for wonderful food, great music, and having fun - "Laissez les bon temps rouler." Besides creating world-class marketing, his passions include music, food, travel, and mentoring students and emerging entrepreneurs. He is on a never-ending quest to make the perfect gumbo.



Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.