



Beth Somplatsky-Martori

Partner & CMO

About Beth

Beth is a Chief Outsiders Partner and CMO based in Dallas. She helps B2B, B2C and B2B2C companies across multiple business sizes identify actionable insights to develop integrated go-to market strategies and tactics that accelerate profitable growth across multiple market channels. Beth is a change agent who works with CEOs and their teams to prioritize and implement the identified initiatives. Her approach is to use market research techniques to identify and create: customer segmentation, acquisition and retention strategies; new product development and differentiation opportunities; brand positioning and messaging that deliver sustainable competitive advantage.

How Beth has Helped Businesses Grow

- Created a brand exclusive in the \$300M consumer lighting category at The Home Depot for Philips Lighting that delivered explosive growth for supplier and retailer, including a 37 percent increase in profitability and a 28 percent increase in consumer ring for THD.
- Delivered \$60 million in incremental revenue and improved profitability by \$15 million while leading turnaround-marketing efforts at garage door manufacturer The Overhead Door Corporation.
- Earned a 21 percent sales increase and doubled profitability for Jacuzzi Whirlpool Bath, less than a year after executing a turnaround strategy.
- Won 50 product line reviews for multiple clients during her 25-year career as a chief marketer.

Executive Experience

- VP of Marketing and CMO, Niagara Conservation Corporation
- VP of Marketing, Overhead Door Corporation
- VP of Retail Channel, Jacuzzi Whirlpool Bath
- VP of Strategic Marketing, Compass Home
- Sr. Director of Strategic Marketing, Philips Lighting Company
- Director of Consumer Marketing, Philips Lighting Company

Expertise

Industry Experience

- Construction
- Industrials
- Wholesale
- Consumer
- Consumer Goods
- Consumer Packaged Goods

Specialties

- Omni-Channel Marketing
- Market/Consumer Insight
- Product Innovation
- Channel Strategy

Education

- BS Industrial Engineering, The Pennsylvania State University
- BS Mineral Economics, The Pennsylvania State University
- MBA, The Wharton School of the University of Pennsylvania

Contact Information

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