



Dennis Hupp

CSO

About Dennis Hupp

With B2B and B2C sales expertise in diverse industries and channels, Dennis drives top-line revenue growth and bottom-line impact. Leveraging his analytical skills, he translates data and insights into customer-centric strategies that profitably grow sales, distribution, and market share. Dennis has built high-performing teams from nearly scratch, restructured teams and reallocated resources to optimize performance and ROI, implemented new capabilities, tools, and processes, and orchestrated M&A integration. As a strategic senior executive, he balances data-driven decision-making with empathy by seeking first to understand, building trust, and collaborating cross-functionally to gain strategic and organizational alignment. Dennis' corporate background is complemented by entrepreneurial experience at middle-market, private equity-backed, family-owned, and founder-led companies.

How Dennis has Helped Businesses Grow

- Generated incremental sales of \$4M for a family-owned company by developing products for key customers, leading the go-to-market strategy for new product lines, and licensing products in new categories. Also enhanced strategic alignment by restructuring the sales and marketing team, developing existing talent, and adding new talent and capabilities.
- Grew sales 3%, gross margin 12%, and e-commerce 1,300% for a venture capital-backed company, whose core business was severely impacted by the pandemic, by implementing an omnichannel sales strategy, expanding distribution with existing and new customers, and developing new manufacturing capabilities and products.
- Grew net sales 19%, increased gross profit 35%, and improved operating income 30% for a private equity-backed company by building a comprehensive commercial strategy, expanding business with key customers, leveraging manufacturing capabilities, and commercializing new products.
- Increased sales in key channels 16%, improved overall customer profitability 11%, and developed a high-performing sales team for a family-owned company by reorganizing regions, channels, and territories, reallocating resources to optimize ROI, and implementing new processes and tools including S&OP, CRM, and BI.
- Grew annual sales 65% to \$400M and built a high-performing sales team for a newly formed joint venture and orchestrated the M&A integration of the sales function following its acquisition by a multinational corporation.
- Grew annual sales 75% to \$1.4B for the largest North American customer of a multinational conglomerate by unifying the cross-functional team under a shared vision and plan for the business and clearly defining roles and responsibilities.

Expertise

Industry Experience

- Consumer Goods
- Wholesale
- e-commerce
- Consumer
- Food & Beverage
- Distribution
- Retail

Specialties

- Growth Strategy
- Sales Growth
- Market Penetration & Growth
- Channel Strategy
- eCommerce
- Go-to-Market Strategy
- Market/Consumer Insight
- Competitive Strategy
- Pricing Strategy
- Demand Generation

Education

- BA, Miami University

Contact Information

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Executive Experience

- Senior Vice President, Omnichannel Sales & Marketing, Highlights for Children
- Chief Commercial Officer, Slingshot Coffee Company
- President & Chief Commercial Officer, SunTree Snack Foods
- Divisional Vice President, Sales, Williamson-Dickie Manufacturing Company
- Senior Vice President, Sales & Marketing, FlixChip Corporation
- Senior Vice President, Sales, Universal Music Group
- Director & Walmart Team Leader, The Walt Disney Company