



Dorian Quispe

CMO

About Dorian Quispe

A persuasive decision-maker with 20 years of marketing leadership experience, Dorian builds efficient revenue-generating marketing teams across channels. A creative strategist, he connects stakeholders to company strategy and inspires teams with solid judgment and meaningful involvement. A champion of diversity and talent growth, Dorian drives martech optimization and organizational realignment and efficiency. Conveying calm leadership in times of chaos, he builds human connection with positivity and humor, fostering a culture of empowerment and efficiency.

How Dorian has Helped Businesses Grow

- Grew company revenues by 160% and valuation to \$2.25 billion during 8-year tenure.
- Realized 15% US and 26% international YoY revenue growth in 2023. Achieved EBITDA and cash flow positive by July 2024 for company sale through strategic reorganization, efficient team structuring, martech consolidation, and agile marketing.
- Achieved a 32% annual growth rate in cloud communication services, increasing revenue by over 75% in two years, driving projected company revenue to exceed \$90 million by 2027.
- Increased team efficiency 200% implementing a consolidated martech stack and agile framework.
- Achieved +70% aided brand awareness, 10 times greater than online or offline competitors. Increased direct traffic (TV advertising) by 30% from 2016-2019 despite flat media budget.
- Orchestrated multi-channel strategy replacing stagnant promotion, engaging 75% more users in 2019 than 2018 linking to product, services and strategic partners, generating incremental \$2.4M.
- Increased SEM revenue by 25% and reduced cost by 20% from 2012-2013, driving 25% customer growth. Maintained 25% SEM revenue growth despite flat traffic from 2014-2019.

Executive Experience

- Principal Owner, Division One
- Chief Marketing Officer, Broadvoice
- Chief Marketing Officer, Shutterstock.com
- Chief Marketing Officer, ManyChat.com
- Chief Digital Officer/Acting CMO, LegalZoom.com
- Vice President, Marketing, LegalZoom.com

Expertise

Industry Experience

- SaaS
- e-commerce
- Technology
- Professional Services
- Consumer Services
- Wireless/
Telecommunication

Specialties

- Growth Strategy
- Go-to-Market Strategy
- Digital Marketing
- Demand Generation
- Sales/Marketing
Automation/MarTech
- Competitive Strategy
- Digital Transformation

Education

- BS, Marketing, California State University, Northridge

Contact Information

Dorian Quispe
Phone: 626.318.5451
DQuispe@chiefoutsiders.com
www.chiefoutsiders.com