



Janell Pittman

CMO

About Janell Pittman

As a strategic and collaborative executive leader, Janell develops teams, sets clear goals, and leverages digital to achieve KPIs. With a consistent record of transforming complex companies, she drives meaningful change. Naturally curious and skilled, she creates impactful brands and identifies unique and practical opportunities to drive growth. Employing a deep understanding of consumers, data analytics, and business acumen, she molds the vision and unites the culture that underpins a brand's experience. Recognizing every stakeholder is a customer, Janell engages them to become part of the solution.

How Janell has Helped Businesses Grow

- Gained market share in the first year, reversing four-year decline by uniting 17 local brands into one system-wide brand for large healthcare system. Achieved #1 spot for unaided awareness.
- Delivered a 12:1 ROI launching consumer conveniences, attracting new customers and improving patient experience and loyalty.
- Improved performance on 4 of 5 key culture results in one year, including patient experience up 17 points, leading cross-functional culture cabinet to train, sustain, and retain culture transformation.
- Doubled Martha Stewart YoY digital profit, overcoming significant challenges.
- Reached over 100,000 members in less than five months launching a new parenting community.
- Increased shopper marketing revenue by 24% through better alignment of product development, sales, and audience development. Increased total unique visitors by 15% while reducing traffic from paid channels by 70%.
- Delivered double-digit share and profit growth in partnership with the full brand team. Led development and introduction of Purina One Natural Blends record-breaking retail acceptance and consumer trial.

Executive Experience

- Chief Marketing & Digital Strategy Officer, MercyOne
- VP of Marketing & Communications, MercyOne
- VP General Manager, Meredith Corporation (AllRecipes, Martha Stewart, Better Homes and Gardens, Food Portfolio, Parenting Portfolio)
- General Manager, Meredith Corporation (Parents, American Baby, Health brands)
- Brand Manager, Meredith Corporation (Diabetic Living, Heart Healthy Living)
- Assistant Brand Manager, Nestle Purina
- Consultant, Business Consulting Services, IBM Corporation/PWC Consulting

Expertise

Industry Experience

- Healthcare
- Consumer Goods
- Consumer
- Health and Wellness
- Manufacturing
- Digital Publishing
- Consumer Services

Specialties

- Brand Strategy/Refresh
- Growth Strategy
- Digital Transformation
- Positioning and Messaging
- Business Strategy
- Business Transformation
- Consumer Insights
- Customer Segmentation/Targeting
- GTM Strategy
- Internal Communications
- Leadership Development
- Stakeholder Analysis
- Culture Transformation
- Innovation
- Digital Product Development
- Product Management
- Performance Marketing
- Product Extension

Education

- MBA, Indiana University
- BS, University of Missouri

Contact Information

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