



Kramer Reeves

CMO

About Kramer Reeves

Focused on AI, automation and application development software and services for 20 years, Kramer helps smaller, innovative firms make big things happen. Previously part of the leadership team at IBM driving seven acquisitions, the last two in Robotic Process Automation and Process Mining, he connects the people, platforms, processes, and programs for growth and success. He believes anything can be solved with a good night's sleep, a run in the woods, a whiteboard, and committed people with positive mojo. He excels in helping companies with great tech, strong team members, decent customer traction but who struggle with growth and lack strong GTM.

How Kramer has Helped Businesses Grow

- Drove three years of triple-digit growth for Salesforce ISV and SAAS company Work-Relay, worked closely with founder, product experts, a skeleton marketing staff and agencies, leading to acquisition in 2022, increasing valuation to 17x multiple at time of exit.
- Achieved revenue growth of 250% in 18 months, key funding round and a 22x multiple at Foundation AI by elevating brand, strengthening positioning and messaging, and expanding channels while serving on leadership team.
- Built brand, team and end-to-end marketing strategy and led execution globally for \$2.5 billion IBM Automation mission, leading team of 128, \$30M+ budget, and acting as lead spokesperson and #2 leader in 5000 person organization.
- Tripled lead generation and doubled bookings in 18 months, and led category definition for Sapiens Decision, increasing positive analyst write-ups from 1 to 15 through direct engagement with Gartner, Forrester, IDC and other firms.
- Brought to market the most advanced AI-powered enterprise digital assistant in the industry, leading teams responsible for the launch of IBM Watson Assistant.
- Achieved 3x marketshare leadership (IDC), for IBM Business Process Management software, while leading global organization of 50 marketing professionals.

Expertise

Industry Experience

- SaaS
- AI
- Technology
- Professional Services
- Energy & Utilities

Specialties

- Positioning & Messaging
- Go-to-Market Strategy
- Channel Marketing
- Digital Transformation
- International Expansion
- Competitive Strategy
- Growth Strategy

Education

- MBA, UNC Kenan-Flagler Business School
- BS, Civil Engineering, Virginia Military Institute

Contact Information

Kramer Reeves
Phone: 919.360.3792
KReeves@chiefoutsiders.com
www.chiefoutsiders.com

Executive Experience

- Executive Vice President, Work-Relay, Neostella
- CEO, Work-Relay (acquired by Neostella)
- Fractional CMO, Work-Relay (a Salesforce ISV)
- Chief Strategy and Marketing Officer, Foundation AI
- CMO, Director, and Global Head of Marketing, IBM Automation, IBM
- CMO, Sapiens Decision
- Director, Product Marketing and Product Management, IBM Collaboration Solutions, IBM
- Limited Partner, Idea Fund Partners