



# Ryan Mack

CSO

## About Ryan Mack

As a growth-focused leader and founder, Ryan specializes in scaling SaaS and tech-driven businesses by aligning vision with action. An award-winning GTM and product executive in various industries, he builds scalable revenue strategies, leads high-performing teams, and drives product transformations that redefine industries. With proven performance managing P&Ls, he helps SaaS companies enhance customer engagement and build brands that stand out. Whether leading strategic turnarounds, mentoring upcoming founders, or advising on growth initiatives, his focus is on delivering measurable, lasting results.

## How Ryan has Helped Businesses Grow

- Enabled a 139% valuation improvement within 90 days, increasing website traffic 40%, social media interactions 135%, and online inquiries/leads 80% directing digital marketing transformation for outdoor power equipment company.
- Increased GTM agency's EBITDA margin by 17% to a record 27% while lowering operational costs by 15% and improving client retention 20% and productivity 25% by creating a corporate-wide strategy to enhance efficiency and displace competition.
- Increased total revenue 20%, sales pipeline 35%, high-quality leads 60%, and sales conversion 25%, leading to successful acquisition by developing a strategy to achieve industry leader status for a technology company.
- Boosted annual recurring revenue 25% and decreased churn 50% leading a successful product transition and integrating emerging technologies at a food and beverage SaaS technology company.
- Generated \$13.5 million in new revenue in one year while reducing operational costs by 50% directing product strategy for voting systems used nationwide. Recognized with Rainmaker Awards for significant revenue contributions.

## Executive Experience

- Board Member, Ty's Outdoor Power & Service
- Chief Executive Officer, Peer Sales Agency
- Chief Executive Officer, Decision Logic
- Head of Strategy, Aviture
- Vice President, Product & Marketing, Election Systems & Software

## Expertise

### Industry Experience

- SaaS
- Technology
- Professional Services

### Specialties

- Sales Growth
- Go-to-Market Strategy
- Growth Strategy

## Education

- MBA, Creighton University
- Bachelors, Psychology, University of Nebraska-Lincoln

## Contact Information

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