



Scott Ellis

CMO

About Scott Ellis

A dynamic and results-driven executive with 25 years of leadership experience across global digital marketing, product management, and brand strategy, Scott leads diverse global teams to deliver unparalleled revenue growth and exceptional outcomes. Recognized for optimizing team structures, refining marketing processes, and partnering closely with Sales leaders, he delivers impactful business outcomes aligned with corporate objectives and market demands. Adept at fostering cross-functional collaboration, leading digital transformations, and managing multi-channel marketing campaigns and resources at scale, he achieves outstanding results in high-growth environments.

How Scott has Helped Businesses Grow

- Drove a projected 29% YoY growth in 2024 sales pipeline, valued at over €3.3 billion guiding global team to strengthen lead qualification and demand generation processes.
- Increased sales acceptance rates by 19% and accelerated pipeline velocity 26% by improving lead quality (MQL).
- Generated over €4 million in annual cost savings by restructuring seven regional functions into one unified global team, consolidating agencies from 54 to 20, and streamlining operations.
- Expanded retailer network by over 300% through strategic retailer partnerships and targeted growth marketing campaigns, leading cross-functional initiatives with the sales team.
- Achieved an 18-fold increase in revenue directing marketing and product strategies for a rapidly growing men's e-commerce gifting brand.
- Achieved a 600% increase in user downloads to reach 4 million, with a CPA of \$0.10, spearheading paid acquisition marketing initiatives for a venture-backed mobile app.
- Expanded market presence to 60 countries, achieving a 40% growth rate, orchestrating global brand and digital marketing strategies, e-commerce initiatives, and product roadmap for a CPG company.

Executive Experience

- Global Vice President, Digital Marketing, SAP SE
- Vice President, Head of Marketing, Loop Commerce
- Vice President, Head of Marketing & Merchandising, Man Crates
- Vice President, Head of Marketing, Peel Technologies, Inc.
- Vice President, Head of Marketing & Product, JOBY, Inc.

Expertise

Industry Experience

- SaaS
- e-commerce
- Retail
- Technology
- Consumer Goods
- Consumer Services

Specialties

- Digital Marketing
- Demand Generation
- Growth Strategy
- Digital Transformation
- Tele Prospecting
- Demand Generation
- Lead Qualification

Education

- MBA, Stanford University
- Bachelors, Economics & Government, Claremont McKenna College

Contact Information

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