



Tad Egami

CMO

About Tad Egami

With extensive experience driving profitable business growth for mid-sized companies in the B2B space, Tad delivers winning Go-To-Market strategy with results-oriented execution. His broad in-depth experience across multiple functions enables him to drive cohesive company transformation that balances both market needs and corporate objectives. He has (re)built and optimized sales processes, systems and organizations in alignment with Marketing to efficiently and effectively drive customer targeting, deal creation, conversion to sales, long-term customer engagement and evolution of services as part of post-merger integration or shift into new markets.

How Tad has Helped Businesses Grow

- Drove 74% YoY increase in Marketing Qualified Leads (MQL) in first year with additional 40% in year two for an HR Services firm. Reduced controllable churn by 19% in year one partnering with finance and service.
- Delivered \$11 million incremental ARR, 115% of upsell plan, leading Account Management sales and marketing teams nationwide for a Cloud Communications service provider.
- Reduced YoY churn as much as 11% in partnership with key functions like finance, leveraging segmentation and CRM strategies for a Cloud Communications service provider.
- Improved service margins by more than \$1 million (annualized increase in one year alone) and improved customer retention by retiring legacy platforms and shifting customer lifecycle strategy for a Cloud Communications service provider.
- Drove successful shift in a solution portfolio targeting service providers and carriers that led to 32% increase in business revenue in 2+ years to offset declining consumer revenues.
- Fueled 5-point share gain for OneTouch glucose monitoring strips in independent pharmacy market for a diabetes management company.
- Delivered 60% new-market revenue growth with no budget overages for a network device manufacturer.

Executive Experience

- Chief Marketing Officer, ProService
- Vice President, Strategic Marketing/Sales Enablement, Fusion Connect
- VP of Account Management and Relationship Marketing, MegaPath
- VP Marketing – Service Provider Division, MegaPath
- Director of Marketing, LifeScan
- Americas Marketing Manager, Ericsson
- Senior Product Manager, Philips Medical Systems, New Ventures Group
- Product Manager, DemandTec

Expertise

Industry Experience

- Wireless/Telecommunications
- SaaS
- Healthcare

Specialties

- Omni-Channel Marketing
- Market Penetration & Growth
- Go-to-Market Strategy
- Customer Lifecycle Marketing

Education

- MMM, Marketing, Operations, Northwestern University
- BS, Finance, Multinational Management, The Wharton School

Contact Information

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