



# Tara Weymon Leonard

CMO

## About Tara Weymon Leonard

Tara specializes in digital transformation -- integrating modern marketing strategies with sales enablement to create seamless customer-centric experiences that drive acquisition, conversion, and sustainable, profitable growth. With 25 years of Fortune 500 and B2B marketing experience, she brings high-impact big company expertise to small and mid-sized businesses, leveraging digital to help companies scale faster, compete smarter, and maximize long-term value. Tara bridges strategy and execution, utilizing AI-driven automation, optimizing operations, and accelerating measurable results efficiently. Known for her engineering-meets-creative problem-solving mindset, Tara delivers data-driven, high-converting digital strategies that drive immediate impact and lasting competitive advantage.

## How Tara has Helped Businesses Grow

- Drove 12% YoY sales growth and 10% cost savings leading digital transformation and B2B marketing overhaul for a design and manufacturing company's largest strategic initiatives.
- Delivered a 35% increase in marketing-qualified leads, with a 4x higher conversion to proposal, accelerating revenue pipeline and strengthening market leadership.
- Achieved 14.5% retail sales growth and retained #1 position as the North America market leader in luxe prestige fragrance. Built and executed a digital-first strategy increasing brand awareness and customer acquisition to deliver 34% e-commerce growth.
- Drove year one launch results 15% above plan and year two 28% increase for cosmetic subline sales, leading 360 marketing plan development, 3-year strategic planning, and social media influencer initiatives.
- Accelerated revenue growth 18% leading development and implementation of global portfolio strategy, embedding competitive and customer insights into marketing to drive customer loyalty and repeat purchases.
- Delivered 8% brand growth and 3% category expansion repositioning and revitalizing a \$450 million brand through digital-first customer engagement and e-commerce strategy.
- Led turnaround of 18% business decline, developing and aligning a data-driven brand repositioning strategy and high-ROI marketing approach, driving a 22% increase in customer retention and 13% boost in purchase frequency for a \$350 million business.

## Expertise

### Industry Experience

- Consumer
- Consumer Goods
- Industrials
- Professional Services
- Beauty
- Durables
- Digital/Technology
- eCommerce
- Retail

### Specialties

- Digital Transformation
- Market Penetration & Growth
- eCommerce
- Demand Generation
- Product Innovation
- Marketing Automation/Mar Tech
- Go-to-Market Strategy
- Brand Strategy/Refresh

## Education

- MBA, University of Michigan
- BS, Chemical Engineering, Purdue University

## Contact Information

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## Executive Experience

- Head of Global Enterprise Planning | MillerKnoll (formerly Herman Miller, Inc.)
- Vice President, Global B2B & Field Marketing | Herman Miller
- Vice President, Marketing | The Estée Lauder Companies
- Head of Global Marketing, Food & Skincare Brands | Unilever
- Head of Marketing, Beverage Brands | Cadbury Schweppes Americas Beverages
- Various Marketing Roles | The Procter & Gamble Company