



Todd Chambers

Partner & CMO

About Todd

An accomplished senior marketing executive, Todd leads global business accelerations, turnarounds, and mergers and acquisitions through innovative marketing initiatives that drive profitability and market share growth and increase shareholder value. A motivational team leader known for fostering a culture of collaboration, he revitalizes companies through effective rebranding, strategic repositioning, impactful messaging, and expanding market reach. With a diverse background in corporate and agency environments, spanning start-ups, mid-size companies, and global enterprises, he brings an extensive marketing toolkit.

How Todd has Helped Businesses Grow

- Increased return on ad spend (ROAS) from 4x to 12x at BrightView Landscapes implementing a complete omnichannel digital marketing solution.
- Delivered over \$120 million of actionable leads per year building out a marketing qualification call center.
- Reversed net losses into net profit and drove sales pipeline and lead generation to record levels positioning Courion for consistent profit growth throughout an economic downturn despite a 50% budget cut and fewer personnel.
- A turnaround that delivered Onyx Software's first profitable year as a public company. Positioned the company as an up-and-comer and took the company private.
- Key contributor to 250% revenue growth at Authoria, helping drive the company from \$18 to \$50 million in two years. Grew website registrations 5x and increased qualified sales opportunities by 200%.
- Drove OgilvyInteractive from startup to \$6 million within two years. Launched Zurich Insurance in Japan, reaching #2 market position in less than two quarters.

Executive Experience

- Executive Vice President & Chief Marketing Officer, BrightView Landscapes
- Founder & Independent Marketing Strategy Consultant, THC LLC
- Chief Marketing Officer, Courion Corporation
- Chief Marketing Officer, Presstek
- Chief Marketing Officer, Onyx Software
- Vice President, Marketing, Authoria, Inc.
- Vice President, Americas Marketing, Parametric Technology Corporation
- Senior Partner/Chairman, Ogilvy & Mather/OgilvyInteractive Asia/Pacific

Expertise

Industry Experience

- Professional Services
- Technology
- Industrials
- SaaS
- Financial Services

Specialties

- Omni-Channel Marketing
- Positioning & Messaging
- Demand Generation
- Sales and Marketing Automation
- Brand Strategy
- Channel Strategy

Education

- Executive Development Program, University of Michigan
- B.A., Political Science/Computer Science, University of Colorado Boulder

Contact Information

Todd Chambers
Phone: 508.341.4040
tchambers@chiefoutsiders.com
www.chiefoutsiders.com