



Jeanne Sherman

Partner & CMO

About Jeanne

Jeanne's passion is working with CEO's and Private Equity firms to guide transformational growth, accelerating revenue and profit gains. She quickly identifies untapped sources of opportunity, develops analytically driven strategic plans combined with swift execution. A digital marketing leader for top tier companies, Jeanne is a go-to executive who significantly improves client acquisition, revenue and ROI.

How Jeanne has Helped Businesses Grow

- Built and executed a go-to-market strategy for an application infrastructure SaaS tech start-up. Developed target segmentation, brand positioning, marketing automation strategy, and SEO lead gen capability.
- Doubled revenue of a travel ecommerce web site to \$550 million, with a 60 percent profit improvement, creating the fastest growing online travel company in the U.S.
- Rebuilt lead generation funnel for B2B financial services company. Plan included full customer journey management: Inbound lead gen, marketing technology reco and implementation, performance analytics tracking + set up, PR program, updated web/mobile site, Salesforce integration, marketing automation and content development.
- Served as acting CMO for private equity owned Skin Care Company for ten months. Rebooted go-to-market strategy for customer acquisition and retention and development of Amazon marketplace channel. Recommended marketing organization staffing model and outsourced specialists to support web/mobile optimization, organic search, paid social media.
- Drove a dramatic 20 percent revenue increase for a \$2 billion global workspace provider through overhaul of B2b marketing strategy which included significant content development, digital advertising and web optimization.

Executive Marketing Experience

- CMO, North America, Regus Office Space Solutions
- Global Lead Digital Marketing, Regus Office Space Solutions
- CMO, CheapCaribbean.com
- Global Director Product Innovation, Goodyear Tire & Rubber Co.
- Global Director Advertising & Brand Strategy, Goodyear Tire & Rubber Company
- VP Business Strategy, New Products & Services, Educate Inc.
- VP Marketing, Wickes Home Furnishings

Expertise

Industry Experience

- Professional Services
- Technology
- Manufacturing
- Retail
- Consumer
- Consumer Services
- Automotive

Specialties

- Digital Transformation
- eCommerce
- Channel Strategy

Education

- MBA, Cox School of Business, SMU / Southern Methodist University, Dallas, TX
- Adjunct Professor Graduate Marketing, Dominican University, Chicago 1994-1997

Contact Information

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Clients Served

- Camber Ridge, LLC (Automotive)
- Gridstore, Inc. (Computer Hardware)
- Lawline.com (E-Learning)
- Natural Intelligence (Computer Software)
- Paula's Choice (Cosmetics)

References

CEO Eric Davidoffsky provided a "9" performance rating for CMO Jeanne Sherman and Managing Partner Clay Spitz, stating that Jeanne was "helpful, responsive to their needs, and added value to the business starting on day one of the engagement."

Eric Davidoffsky - CEO, Church - Starke HVAC & Home Services - Houston, Dallas, and Austin, Texas

CEO David Schnurman of Lawline LLC gave Jeanne a "9" Customer Satisfaction rating and also endorsed his fractional CMO engagement in The Young Entrepreneur Council article published by Smallbiztrends.com. "Working with an outside expert allows you to dive deep into a SWOT (strengths, weaknesses, opportunities and threats) analysis with an unbiased viewpoint. In addition, she will ask you the right questions to guide you to what is urgent versus the long-term opportunities. While this slows down the process at first and could be expensive, in the long run, it will speed things up and make you more money."

David Schnurman - CEO, Lawline

Jeanne was a highly valued member of my executive leadership team providing insight and guidance across the business. She is a top tier marketer with very strong digital, CRM and analytical expertise that drove over 20% increases in demand generation for the company. She knows how to get results, ignite growth, while improving spend efficiency. Her success record in building large and small enterprises is second to none.

Steve Farley - CEO, Regus North America

Jeanne was the first and only CMO we ever hired.

In a two year period, sales doubled and cost per transaction was cut in half. She opened digital marketing channels and built a new web site in 6 months that improved conversion while also increasing traffic. Jeanne is a highly effective executive, adept at outlining a sound strategy and comfortable presenting plans and strategies to the Board. Due to her efforts, we successfully sold the company to Bain Capital in 2013

.Jim Hobbs - Founder, CheapCaribbean.com

Start-up Client, Pete Shepler rated Jeanne a "9" in performance and customer satisfaction due to her "deep Marketing knowledge" and "ability to deliver a process to target the correct prospects and significantly refine their message for sales success."

Pete Shepler - VP Business Development, Camber Ridge LLC

Jeanne is an exceptional multi-channel marketer. She is extremely knowledgeable, articulate and doesn't hesitate to challenge the status quo in order to improve the business. She manages to do all of this with a sense of fun and perspective.

Rob Strachan - VP Global Marketing, Regus UK