

CLINT HUGHES

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CHIEF MARKETING AND GROWTH OFFICER

DATA → DECISIONS → STRATEGY → TACTICS → EXECUTION → TRACKING → ROI → REPEAT

A transformative marketing and growth executive highly regarded for 20+ years of award-winning, record-setting experience strategizing, developing, and executing B2B, B2C, and B2B2C international omnichannel digital and offline campaigns. Leverages a profound breadth of expertise gained from startup environments to industry-leading Fortune 500 enterprises to craft innovative solutions proven to increase engagement and revenues. An international relationship builder and negotiator with a unique combination of business and technical acumen coupled with big-picture strategy ideation and hands-on execution.

CORE COMPETENCIES

Digital Marketing Transformation & Automation
Global Go-to-Market Campaign Strategy
Brand Recognition & Growth
CRM Implementation & Management
Sales Coaching & Training

Lead Generation & Customer Acquisition
Omni-Channel Marketing & PPC, SEO, SEM
Client Engagement & Retention
Strategic Alliances & Business Development
International Product Launches

FEATURED SPEAKING ENGAGEMENTS AT INTERNATIONAL MARKETING CONFERENCES

Lead Acquisition: Finding the Right Prospects, coaching B2B and B2C CMOs how social, mobile, SEO, and lead nurturing can drive client acquisition and deepen the brand experience – B2B LeadsCon, NYC

How to Decide on New Technology and Marketing Platforms for acquisition, engagement, retention, social, mobile, Marketing Automation, Inbound/Outbound, Digital Ecosystem and Infrastructure for B2B, Account-Based Marketing, B2B2C, and B2C – International CMO Club Summit

Boosting B2B Demand Gen Efforts, instructing B2B/B2C marketers on leveraging the newest technologies – FierceCMO

The Art of Negotiation, How to Wheel and Deal when Buying Media – National Restaurant Association

Marketing and Your Company's Digital Ecosystem – Southern Methodist University - Cox School of Business MBA Program

PROFESSIONAL EXPERIENCE

Fractional CMO, Chief Growth Officer, Governmental Liaison, and Strategic Alliances

CH Consulting | Plano, TX | 2020 – Present

- **Help Or Motivate Everybody, Inc.**, raising the “self-esteem” of children with special needs or differences while teaching other children tolerance and compassion toward those who are different through books, video, and toys.
- **Strategic Alliance – 35K new customers** for a major tax preparer from an organization’s clients needing 1099 advice.
- **Governmental Liaison** for FDA approval for a product to treat the causes of Carpal Tunnel Syndrome.

Chief Marketing Officer, Global Head of Member Engagement & Programs

Salesforce + The CMO Club | Plano, TX | 2018 – 2020

The CMO Club is the world’s premier organization for CMOs/Marketing Leaders, acquired by Salesforce March 2020.

- Grew membership from 424 to 703 members and grew chapter locations from 28 to 35 internationally.
- **Facilitated roundtable consultations** leveraging the experiences of working for Fortune 500 companies to start-ups, from B2B, B2C, and B2B2C using “the Best Practices from the Best Brands” to develop solutions to CMO’s challenges.
- **Doubled the close rate** by conducting 80% of first outreach intro calls, boosted ‘likely to recommend’ score to 85%.
- Recognized as a vital first point-of-contact for members needing urgent solutions – the “go-to” person.
- **Increased member engagement 95%**, improved satisfaction to 85% by owning 100% of new member onboarding.
- Spearheaded a full redesign and restructure of the digital ecosystem, including marketing automation platform, CRM customer flow, and app integration with the website.
- Chosen to represent The CMO Club at over 200 global events as host, facilitator, and moderator.

Fractional CMO, Marketing and Growth Strategy Consultant, Governmental Liaison

CH Consulting | Plano, TX | 2017 – 2018

- **Interim CMO** for U.S. Law Shield, providing pre-paid legal services for people with Concealed Carry Permits.
 - Revitalized the marketing organization and developed a strategy in collaboration with the sales team for B2B2C.
 - A full website redesign to increase B2C conversions 57% through Content Marketing, PPC, and Social.
 - Innovated a new Direct-to-Consumer (DTC) channel through segmented digital strategies for a national roll-out and restructured the digital ecosystem to support the DTC channels and direct sales in the field.
- **Consultant to McKinsey & Company** on web content development, eCommerce, and marketing automation platforms for SMB to Enterprise organizations.
- **Recommended by 17 members of Congress** to be appointed U.S. Ambassador to the International Organization for Economic Cooperation and Development (OECD), 37 countries promoting global economic growth and opportunity.
- **Served as consultant and member engagement chair for The CMO Club**, redesigned the customer lifecycle flow from the first touch to onboarding to renewal; designed a digital ecosystem to maximize every lifecycle touchpoint.
- **Obtained a ‘both sides of the aisle’ Congressional endorsement for a \$7M DHS/DoD project**, the Intermodal Preemptive Security Enhancement Program (IPSEP), building a consortium of 17 electronic manufacturers and companies in North Texas to address international shipping security concerns for government contractors.

Vice President and CMO – Lead Generation, Inbound/Outbound Digital Marketing Automation, Content Marketing

MediGain | Plano, Texas | 2012 – 2017

B2B healthcare services and SaaS analytics/reporting platform for doctors’ practices to large healthcare networks.

- Brought on to build the Marketing Department and Go-To-Market Strategies “from the ground up.”
- **Grew from \$3M to \$50M in 3 years** (50/50 organic/acquisition) and **from 5 to 3,000 employees**.
- Developed and implemented the “Digital Ecosystem” including the Marketing Automation Platform, Lead Generation, Inbound/Outbound Marketing for tracking/reporting of all acquisition, conversion, engagement, and retention KPIs.
- **Expanded the service offering and pivoted the strategic direction to include an industry-leading SaaS/PaaS analytics/customer engagement platform** for hospitals, ambulatory surgery centers, and large practices.

Senior Vice President and CMO – eCommerce, Omnichannel Marketing

APMEX (American Precious Metals Exchange) | Oklahoma City, Oklahoma | 2010 – 2012

World’s largest B2C eCommerce retail website for consumer financial services and portfolio diversification.

- **Increased revenue from \$700M to \$1.4B in one year** using just over \$600k in AdWords and PPC display ads.
- Drove calls into the Sales team increasing the percentage of the Sales Department’s corporate revenue contribution **from 2% in 2010 (\$14M) to 27% in 2011 (\$378M)**.
- A complete overhaul of PPC with “Zero-Based-Budgeting” enabling the monthly AdWords spend to **grow from \$50k to \$650+k in 3 months** by reinvesting the ROI and developing “Above-the-Fold” PPC and SEO strategy and tactics.
- Grew the team from 6 to 12 marketing professionals driving revenue through PPC, SEO, SMM, mobile, Direct Response TV, and offline advertising channels.

Senior Vice President and CMO – Live TV Shopping Channels, DRTV, International B2B2C Distribution

Data Drive Thru | Dallas, Texas | 2005 – 2010

Start-up B2C consumer electronics hardware and software company.

- Employee #1 - Worked with company founder and developed business plan, investment presentations and go-to-market strategies for an innovative product; drove all marketing initiatives and sales channel management.
- **Accelerated revenue from \$0 to \$10M within 18 months** and expanded distribution **internationally to 6K+ locations**.
- **Most successful launch in QVC history** appearing as the company spokesperson on Live Prime Time TV.
- **Driving \$82K in revenue in 52 seconds during CNN interview** after winning Yahoo Tech’s Last Gadget Standing at CES.
- Utilized guerilla marketing techniques to achieve the above results with only a \$200k budget.

Other Executive Marketing Experience: DirectTV, Primestar, Gilliam Investments, Harborage I, Ltd., Bobby McGee’s Conglomeration, McFaddin Ventures, United Energy Resources.

EDUCATION

Southern Methodist University, Cox School of Business, Dallas, TX: *Master of Business Administration – Marketing*
University of Houston, Houston, TX: *Bachelor of Arts – Journalism*