

Jeffrey Whitney

TechCXO Partner - Strategy, Sales & Marketing



CONTACT DETAILS

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RELEVANT EXPERIENCE

Jeff Whitney provides specialized go-to-market and business development services to high-growth enterprises, primarily for technology-enabled product and services companies.

As highly P/L-oriented marketing leader, Jeff delivers research, strategy and award-winning communications and thought leadership programs to help clients acquire customers and partners, influence stakeholders, and raise capital.

Jeff's work often revolves around helping an innovative, technology-driven solution get to market through focused efforts in product, market and business development where he owns an interim management role as part of the client's team.

As a 20+ year CMO Jeff has started/rebuilt, grown, and lead marketing organizations including, **Servicesoft**. Jeff was instrumental in growing revenues from \$4 million to \$50 million in just two years, leading to a \$651 million acquisition. At **OutStart**, Jeff helped triple revenues resulting in a successful acquisition by Kenexa/IBM.

At **Ipswitch** he rebuilt the marketing team, launched their SaaS solution, and created a closed-loop demand generation engine, resulting in a 160% increase in marketing-generated sales opportunities. Jeff also launched one of the first web application server products, as founder and CMO of Bluestone Software.

EDUCATION

Westminster College (PA)

BS, Mathematics

Drexel University

MBA Studies

PERSONAL STATEMENT

I typically serve as a CMO, depending on the size and needs of the client. Clients consider me an analytical marketer, who has spent his career attacking marketing challenges (marketing efforts not contributing to revenue, never enough leads; ineffective websites; lack of infrastructure; poor messaging/positioning; lack of useful metrics) and knocking down walls between marketing and revenue growth.

PRACTICE FOCUS

STRATEGY

- Business Plan Development
- Go-to-Market Planning
- Positioning & Messaging
- Competitive Assessment
- Market Analysis
- Brand Strategy & Creation

MARKET DEVELOPMENT

- Buyer Persona Analysis
- Win-Loss Analysis
- Content Marketing
- Thought Leadership Programs
- Digital: social media, video

CUSTOMER DEVELOPMENT

- Product/Service Launch Plan
- Voice of Customer/Case Studies
- Customer Advisory Boards
- Collateral/Website Development
- Channel & Partner Programs

STAKEHOLDER ENGAGEMENT

- Analyst Relations
- PR/Media Relations
- Investor Relations/Pitch Books
- Media Training

SECTOR EXPERIENCE

PROFESSIONAL SERVICES (B2B)

- BPO/Outsourcing Services
- Finance, Accounting, Legal Services
- Consulting Services
- Human Capital Services
- Customer Experience Services

TECHNOLOGY SERVICES & SOFTWARE

- IT Consulting & Outsourcing
- Application Development/Testing
- SaaS Solutions
- Security Software
- Mobility Solutions

NON PROFITS (B2B, B2C)

EVENT MANAGEMENT (B2B, B2C)