

Move Into the Spotlight

Coaching used by the world's top CMOs.



Modern CMOs, but timeless problems:

- > The Executive Leadership Team treats marketing like a nice-to-have or expense
- > Sales, Finance, Product, Customer Success – everyone is doing their own thing
- > You still need strategy, differentiation, branding ... too much to do without help

Alan works with a wide variety (130+) of global Chief Marketing Officers and marketing leaders.

Navigate every challenge you'll face in today's corporate marketing environment.

Whatever marketing and problem you're dealing with, Alan has seen and resolved it.

Get a strategic, holistic and results-oriented approach to your role and career.

Replace random acts of marketing with strategic plans modeled after best practices.

Replace cross-functional alignment issues with integrated initiatives.

Start accelerating customer-led revenue growth, driving net revenue retention, customer lifetime value, and brand advocates to bring you new logos.

Access to best-in-class models, frameworks, and templates to help you efficiently scale Marketing.

About Alan

With an MS in Finance, Alan was Forrester Research and SiriusDecisions' CMO Executive Advisor for six years.

He has been a ten-time CMO, P&L General Manager, and Board Advisor across SaaS software, professional/financial services, and healthcare technology/device domains.

He is a well-known expert witness in global marketing and distribution channels litigation and has been an adjunct graduate Marketing professor at Emerson College in Boston.

Services offered:

- > CMO or Chief Customer Officer (CCO) mentor, advisor, coach
- > Projects to support CMOs, CCOs and their teams:

Rebranding and repositioning	Segment prioritization
Align Sales & Marketing + other functions	Marketing planning and C-suite metrics
Benchmark and optimize marketing spend	Integrated campaigns
Marketing Organizational design	Net Promoter Score 3.0
Business and marketing strategy	Due diligence
Ideal customer profile development	Customer-led growth

CONTACT INFO:

Alan Gonsenhauser

ag@demandrevenue.com

+1 508.523.7955

linkedin.com/in/

alangonsenhauser

demandrevenue.com

CMO Testimonials

Move Into the Spotlight

Coaching used by the world's top CMOs.



Did You Know?

- > Alan works with a wide variety of Chief Marketing Officers globally
- > He coaches, mentors, and advises CMOs running marketing in mid-market to global enterprises operating in 140+ countries. 130+ CMOs and Marketing VPs
- > He has been a ten-time CMO, with experience in Finance, Sales, Operations, Marketing, and P&L General Management

Get the advice, models, frameworks and strategies top CMOs use.

What does Alan help CMOs accomplish?

Strategic and annual planning. Go-to-market cross-functional alignment. Integrating campaigns to drive efficient growth and stop random acts of marketing.

Can Alan help with my career or organizational issues?

Yes. Alan helps you to optimize C-suite alignment with your peers, educating your organization on modern B2B marketing skills, and marketing organizational design.

What about the business side of marketing?

Yes, prioritize C-suite metrics and dashboards. Develop financial skills for CMOs and marketers, and deploy Net Promoter Score (NPS) 3.0 to improve customer-led growth.

About Demand Revenue

Alan's company, Demand Revenue, helps some of the world's best CMOs achieve outstanding results.



Alan was instrumental in helping to shape my marketing strategy as a first time CMO.



– Jeff Petry, CMO, Premier



He is a trusted counsel to help marketing leaders understand what good looks like, then offer practical tools to help you get there.



– Cheryl Alden, FinThrive

CONTACT INFO:

Alan Gonsenhauser

ag@demandrevenue.com

+1 508.523.7955

[linkedin.com/in/](https://www.linkedin.com/in/alangonsenhauser)

[alangonsenhauser](#)

demandrevenue.com

[CMO Testimonials](#)

