

Private Equity's Preferred CMO

Level up your Portfolio Companies' brands and growth.
And their full-time CMOs.

Private Equity Investments

- > Carve-outs
- > M&A and roll-ups
- > Pre-deal marketing and customer base due diligence

Key Sectors

- > Health Technology/Devices
- > SaaS Software
- > Professional/Financial Services
- > Technology

Alan advises, mentors, and coaches Chief Marketing Officers and Marketing VPs – 130+ so far.

Operationalize marketing. Drive your ROI. Stop random acts of marketing.

As an interim CMO, or advisor to your in-place CMO, I keep the numbers moving upward.

Together we'll get marketing on track. And help mobilize the right infrastructure, mentorship and models to drive intelligent, scalable, and profitable growth.

Services offered:

- > Interim CMO or Fractional CMO
- > 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



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.

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.



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Alan, a 10-time CMO, delivers value.

- > [Business and Marketing Strategy](#)
- > [Leadership](#)
- > [Deep Network](#)

See How Alan Helps Private Equity Clients

Case Studies:

 **FinThrive™**

<https://swaay.health/2023/01/16>



https://www.demandrevenue.com/wp-content/uploads/2023/02/DR-PRECISELY_CASE-STUDY-FINAL.pdf

Private Equity investors Demand Revenue supports:

 **CLEARLAKE**

 **ASSOCIATES**

INSIGHT
PARTNERS

KKR

CVC CAPITAL PARTNERS

BLACKSTONE



About Demand Revenue

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

“

Alan is a highly experienced CMO who understands the Private Equity model, value creation, and associated ROI models.

”

- Payam Taaghol, Executive Chair, FinThrive, Clearlake

“

He worked incredibly well with our leadership team and our private equity sponsors to deliver a very successful outcome.

”

- Rick Pleczco, CEO, OEG CapStreet, Clearlake

[PE/Portco Testimonials](#)

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