

# RUSSELL EVANS

## Fractional CRO / CMO · SaaS & AI GTM Leader

Chicago, USA

Commercial leader with 20+ years building and scaling revenue engines across data-driven, SaaS-like, and AI-enabled businesses. Expert in transforming go-to-market systems to drive predictable pipeline, scalable growth, and operational rigor.

Former operator inside **Coca-Cola, PepsiCo, Procter & Gamble, Henkel, and Russell Stover** — bringing a rare buyer-side lens that helps SaaS and AI companies speak the language of their enterprise customers in CPG, retail, and consumer manufacturing.

### FRACTIONAL CRO / CMO OFFERING

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Russell partners with SaaS and AI companies to build, fix, and scale revenue engines that deliver predictable growth and improved commercial performance.

#### TYPICAL ENGAGEMENT FOCUS

- **Industry-tailored positioning** — translate product and AI capability into the language enterprise buyers in CPG, retail, and manufacturing actually use
- Define and refine GTM strategy — ICP, segmentation, and pricing
- Build predictable pipeline and revenue systems
- Improve forecasting accuracy and pipeline visibility
- Align Sales, Marketing, and Product into a single revenue engine
- Drive sales execution, conversion, and accountability
- Optimize pricing, packaging, and margin performance

#### COMMON USE CASES

- Scaling from early traction to repeatable, predictable growth
- Pipeline exists, but conversion and forecasting are inconsistent
- Revenue is growing — but margin or pricing discipline is slipping
- Sales teams underperforming or lacking structure
- Sales, Marketing, and Product need alignment around revenue outcomes

#### ENGAGEMENT MODEL

- **Fractional CRO / CMO** — 2-4 days per week
- **90-day revenue acceleration** — GTM reset sprint
- **Interim leadership** — during scaling or transition

### CORE CAPABILITIES

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**Industry-Tailored Positioning · GTM Strategy · Demand Generation · Sales Transformation · RevOps & Forecasting · Pricing & Monetization · Product Commercialization · Channel Strategy**

### SELECTED IMPACT

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- **Scaled revenue 7x** from \$2.4M to \$17.4M
- **Improved forecast accuracy** from 45% to 97%
- **Delivered 13% revenue growth** and 26% profit growth
- **Led \$400M+ P&Ls** and global teams of 75+
- **Launched 30+** data and analytics products

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## RELEVANT EXPERIENCE

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### Fractional Sales & Marketing Executive — *Evans Consulting Group* 2025-Present

- Fractional commercial leader to CPG and growth-stage CEOs, diagnosing revenue gaps and installing scalable GTM engines
- Built GTM frameworks (segmentation, pricing, promotion, channel) accelerating client growth by an average of 17%
- Integrated Sales and Marketing into KPI-driven operating models, improving visibility, speed, and decision quality

### Head of Sales — *Russell Stover (Lindt & Sprüngli)* 2021-2024

- Owned \$270M P&L; led national GTM and sales strategy across Drug retail channels
- Reversed a 7-year revenue decline, delivering 17% growth and 15% profit expansion
- Improved sell-through from 88% to 98% via data-driven, customer-specific inventory optimization
- Rebuilt the sales organization — engagement up 40%, attrition down 60%
- Improved forecasting accuracy from 45% to 97% through predictive analytics and demand planning

### Director of Sales — *Henkel* 2018-2021

- Owned \$432M P&L; led commercial transformation across the Beauty & Personal Care portfolio
- Delivered 13% revenue growth and 26% profit growth year-over-year
- Expanded distribution 30% across national retailers and opened new channels (Ulta, Sephora)
- Directed broker networks (Advantage, CSN, Crossmark) and aligned execution across national accounts

### Chief Marketing Officer — *OnCourse Learning* 2015-2018

- Scaled revenue from \$2.4M to \$17.4M (7x growth) leading a 75-person sales and marketing organization
- Introduced Agile/Scrum, lifting output 60% — doubled PR impressions, increased leads 100%, grew speaking engagements 200%
- Consolidated 23 brands onto a mobile-optimized Magento platform, lifting conversion 28%

### SVP / VP Marketing — *Experian & ShopperTrak (Sensormatic)* 2012-2015

- Led GTM for data and analytics platforms; launched Velocity SaaS product delivering +9% revenue and +12% EBITA
- Integrated Salesforce and Marketo, growing the sales pipeline from \$15K to \$350K per month
- Re-engineered inside sales motion, delivering +25% growth through improved targeting and discipline
- Optimized purchase funnel through lead scoring and A/B testing — increased leads 150%, doubled B2B leads

### Founder — *Enovint* 2008-2014

- Founded consultancy delivering Marketing-as-a-Service to accelerate startup and mid-market growth
- Led GTM, sales-process, and revenue-operations engagements; clients grew 22% on average
- Built scalable, data-driven growth systems for B2B clients

### Earlier Experience

**Data & Analytics Platforms** — Nielsen (scaled analytics platform from \$50M to \$150M across 35+ countries) · i2 Technologies (enterprise SaaS, \$20M platform deal)

**Consumer & Retail Operator** — Coca-Cola · PepsiCo · Procter & Gamble · Dorman Products

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## EDUCATION

**MBA** — Baker University · **BS** — Truman State University

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## ADDITIONAL

**Former NFL Player** — Seattle Seahawks