

## Craig A Oldham



Craig Oldham is an accomplished senior executive, with a consistent track record for accelerating profitable revenue growth, principally using the most sophisticated and digital marketing technologies. Presently, Craig leads a marketing consulting practice advising companies on how to drive incremental value through digital marketing innovation, and is also a member of Chief Outsiders, providing 'fractional CMO shares' to companies. He is widely acknowledged both as a change agent, and for his digital marketing expertise. Previously, he commanded senior marketing posts at several leading consumer, B2B, and Financial Services companies. His contributions have been made within telecom, insurance, financial services, software,

advertising, and non-profit sectors. Craig is available for select fractional CMO engagements.

Oldham began his career in the Telecom space with Ameritech Corporation (now AT&T), gaining both B2C and B2B marketing experience. He was subsequently recruited to the Marketing Director post at Allstate Insurance Company, with the charter to fend off the emerging non-traditional competitive retail insurance landscape, leveraging Allstate's commanding 3,000 local exclusive agent base. There, mostly notably, he carved out from scratch a \$600 online revenue base within 18 months. His success made him attractive to Zurich Financial services, where a prior Allstate executive recruited him to build their first integrated B2B marketing team and program, and drive product differentiation in the sales/ broker channel. At Zurich, his accomplishments included a double-digit revenue growth rate and a dramatic increase in the close rate. Zurich enjoyed their first B2B paid marketing campaign, which was expanded globally.

Recruited by another Allstate colleague, he took a turn at applying his marketing prowess with one of America's leading non-profit organizations, the \$3 billion American Red Cross, spearheading their digital marketing and commerce group, with a charter to consolidate 730+ local chapter web sites into a unified, robust and reliable national commerce and web platform. The American Red Cross is widely acknowledged as the largest and most admired non-profit organization. His revamped and new internet platforms resulted in increasing online donations by 40%, with a record \$23 million in donations, for example, during hurricane Sandy.

Before starting Mahdlo Marketing Consulting, Craig held the Senior VP Marketing, and Corporate Officer post at Tessco Technologies, where he took a 30-year-old distribution company, and with rebranding, generated a reversal in revenues within twelve months. Today, he leads Madhlo Consulting, providing leading-edge eCommerce and Marketing advisory services to B2B and B2C companies, and also teams up with Chief Outsiders on marketing engagements.

Craig earned his MBA in Marketing from the University of Illinois, after completing a Bachelor of Arts in Telecommunications from Indiana University. He is a member of The Marketing Leaders of DC, and has published prominent works in CIO Magazine, Internet Retailer, the Business Journal and the like, and given keynote address to the National Retail Federation. He resides in the Washington DC area with his wife and son, and enjoys golf and gadgets. Craig holds three design and one business process patent relating to the eCommerce experience.