

Industrial Marketing Leader Returns to Chief Outsiders After Successful Client-Side CMO Leadership

Former Fractional CMO Rejoins Chief Outsiders Following Three Years Leading Commercial Growth as a Full-Time Chief Marketing Officer.

CLEVELAND, OH, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Carrie Lewis, a global marketing executive with nearly three decades of experience leading growth for industrial manufacturers, building product companies, security and access control organizations, healthcare innovators, and Fortune 500 companies, has rejoined Chief Outsiders as a [Fractional Chief Marketing Officer](#).

This marks Lewis's second tenure at Chief Outsiders. During her previous engagement, she served as a Fractional CMO for five client companies, helping leadership teams accelerate growth, strengthen go-to-market execution, and build scalable revenue engines across multiple industries.

One of those clients, ClearBalance Healthcare, ultimately recruited Lewis into a full-time Chief Marketing Officer role where she spent three years leading commercialization strategy, product marketing, sales enablement, demand generation, digital engagement, and brand transformation.

Bringing Fortune 500 Growth Strategies to Mid-Market Companies



Former Fractional CMO Rejoins Chief Outsiders Following Three Years Leading Commercial Growth as a Full-Time Chief Marketing Officer.

Throughout her career, Lewis has led marketing and growth initiatives for some of the world's most recognized [industrial manufacturing](#), healthcare, and commercial organizations.

"Carrie brings a rare combination of Fortune 500 marketing leadership and deep experience navigating complex sales and distribution ecosystems," said Chuck Dushman, Central Region Managing Partner, Chief Outsiders.

"Her background spans industrial manufacturing, building products, security solutions, contractor channels, OEM partnerships, healthcare, and highly specialized B2B organizations. She understands how to drive growth in businesses where multiple stakeholders influence the buying journey."

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*Chuck Dushman, Central
Region Managing Partner,
Chief Outsiders*

At Ingersoll Rand, STANLEY Black & Decker, and The Sherwin-Williams Company, Lewis led growth initiatives across some of the industry's most complex sales ecosystems—supporting dealers, distributors, contractors, big-box retailers, OEM partners, specifiers, and end users across North America and global markets.

Lewis's executive marketing experience also includes roles as Chief Marketing Officer for The MetroHealth Hospital System and Vice President of Marketing at Mainstreet Health Lease REIT.

Her experience spans industries where products move through highly complex sales ecosystems before reaching the end customer. This expertise has made Lewis particularly effective in manufacturing and industrial organizations where growth depends on alignment across multiple channel partners and buying influencers.

Today, Lewis helps CEOs and leadership teams apply Fortune 500 growth strategies to mid-market businesses seeking to accelerate revenue, launch new products, strengthen channel partnerships, improve market positioning, and scale nationally or globally. Lewis focuses on helping growth-oriented organizations leverage the same commercialization, channel, and go-to-market strategies used by some of the world's leading industrial companies.

Returning to a Proven Growth Network



Your On-Demand Growth Engine | The go-to-market team, approach, and cutting-edge technology to drive measurable results - fast.

Lewis said her decision to return to Chief Outsiders was driven by the firm's collaborative culture and unique ability to bring world-class executive talent to growth-oriented companies.

"Chief Outsiders provides clients access to an extraordinary network of experienced operators who have built, scaled, and transformed businesses across industries," said Lewis. "Having previously worked alongside this team and served five client organizations, I know firsthand the value the collective experience brings to CEOs navigating growth challenges. I'm excited to rejoin the organization and help more companies accelerate growth."

Lewis rejoins Chief Outsiders' team of more than 100 Fractional Chief Marketing Officers (CMOs) and [Fractional Chief Sales Officers](#) (CSOs).

About Chief Outsiders

Mid-sized companies unlock market potential and accelerate growth with top-tier talent and technology from Chief Outsiders, the nation's leading provider of fractional sales and marketing services.

CEOs and business leaders drive sales and marketing strategy to make big things happen with instant access to the firm's cohesive, battle-tested team of more than 100 fractional executives, a diverse pool of world-class expertise. Each brings the experience of VP Sales, VP Marketing, or higher at one or more operating companies, including many Fortune 500 firms.

Team Outsiders™ leverages this same expertise to deliver on-demand enterprise-grade execution to power growth with efficiency and flexibility. GrowthGears® OS supports faster, smarter, and less risky growth. The industry's first AI-powered growth platform integrates both the comprehensive strategy of fractional executives and the precise execution of Team Outsiders™. We built its transparent, client-friendly interface around Chief Outsiders' proven Growth Gears® process.

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