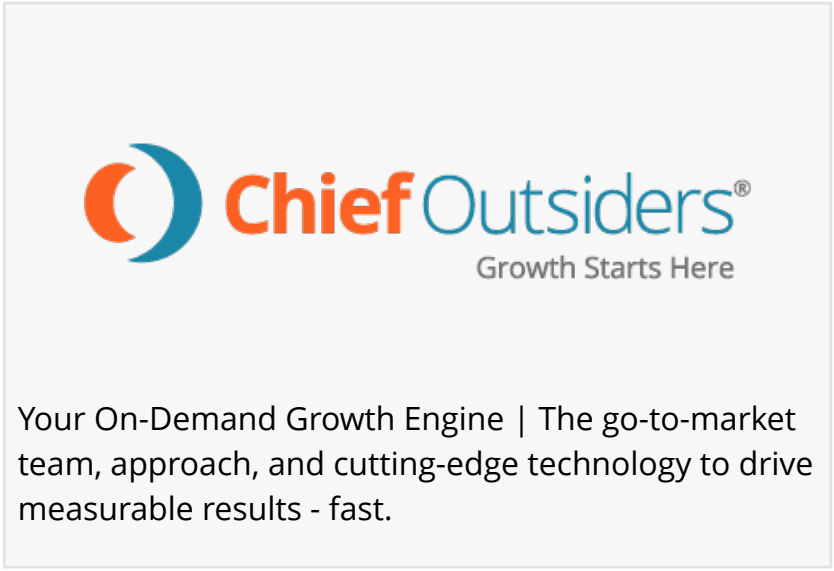
Technology and B2B Marketing Executive Joins Chief Outsiders to Accelerate Client Revenue Growth

Brian Vail builds and scales modern marketing teams that align brand, demand generation, and digital strategy to drive client revenue growth as a fractional CMO



DENVER, CO, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Brian Vail, an outcome-driven senior marketing executive will now apply his deep technology, SaaS, and B2B industry knowledge to drive client revenue growth as a Fractional CMO for Chief Outsiders. Recently, Vail joined Chief Outsiders' team of more than 100 Fractional Chief Marketing Officers (CMOs) and Fractional Chief Sales Officers (CSOs).

> Brian brings over 20 years of integrated go-to-market expertise from startups to Fortune 500 companies, and we're excited to add his deep technology and SaaS industry experience."
>
> *Karen Hayward, Managing Partner, Chief Outsiders*

"Brian brings over 20 years of integrated go-to-market expertise from startups to Fortune 500 companies," said Karen Hayward, West Region Managing Partner, Chief Outsiders. "We're excited to add his deep technology and SaaS industry experience to our battle-tested network of marketing professionals."

According to the Chief Outsiders website, Vail is known for his analytical depth and hands-on leadership. He partners with CEOs to identify new market opportunities, lead acquisition integrations, and position companies for sustainable long-term success and increased enterprise value.

Technology and SaaS Marketing Leadership

As a Chief Outsiders Technology- and SaaS-focused Fractional CMO, Vail brings deep industry experience to accelerate growth at client companies.



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For example, prior to joining Chief Outsiders as Vice President of Global Marketing at Maxar Technologies, he generated $16 million in new revenue opportunities and achieved a 12% increase in new leads by optimizing vertical market programs across the aerospace and technology portfolio.

And as Executive Vice President of Marketing at Miller Heiman, he helped grow company value from $60 to $140 million leading the global marketing team through five acquisitions. Notably, he unified five brands into a single go-to-market strategy while achieving 7% top-line and 9% bottom-line growth during the merger year.

Vail's impressive executive marketing experience also includes roles as Partner & Marketing Leader at The Hollines Group, Vice President of Marketing for RO Innovation, and Director of Marketing at OfficeMax. Prior roles include Partner & Director of Account Services for Liquid Inc. and Director of Marketing, Customer Segmentation at Corporate Express (Staples).

To support his successful executive marketing career, Vail earned a Bachelor of Business Administration (B.B.A.) in Business Marketing and Management (Minor in Business Statistics) from the University of Denver in Denver, Colorado.

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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