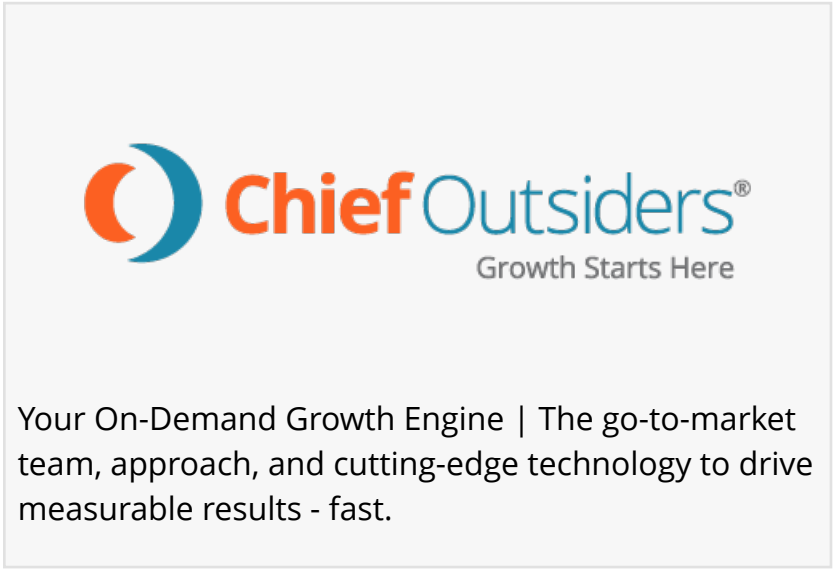
Digital Growth Leader, Strategic Brand Builder Joins Chief Outsiders to Deliver Client Revenue Growth

Leah Smith to drive brand awareness, customer acquisition, and sustained growth across hospitality, lifestyle, and experience-driven brands as a fractional CMO.



SANTE FE, NM, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Leah Smith, a visionary Chief Marketing Officer with 20 years of strategic leadership experience, will now apply her hospitality, lifestyle, and experience-driven brands industry knowledge to drive client revenue growth as a Fractional CMO for Chief Outsiders. Smith recently joined Chief Outsiders' team of more than 100 Fractional Chief Marketing Officers (CMOs) and Fractional Chief Sales Officers (CSOs).

> Known for hands-on leadership, creative excellence, and a sharp commercial instinct, Leah delivers measurable growth at every stage of a brand's journey."
>
> *Karen Hayward, Managing Partner, Chief Outsiders*

"Known for hands-on leadership, creative excellence, and a sharp commercial instinct, Leah delivers measurable growth at every stage of a brand's journey," said Karen Hayward, West Region Managing Partner, Chief Outsiders. "We're excited to add her deep hospitality and lifestyle industry experience to our battle-tested network of marketing professionals."

Smith partners with CEOs to translate organizational vision into compelling brand narratives, drive digital transformation, and build high-performing marketing teams. Expert in multi-property portfolio marketing, she creates integrated strategies that elevate guest experience, deepen loyalty, and accelerate revenue growth—whether launching new concepts, repositioning legacy brands, or building a digital ecosystem.

Technology and SaaS Marketing Leadership

As a Chief Outsiders Hospitality focused Fractional CMO, Smith brings deep industry experience to accelerate growth at client companies.

Prior to joining Chief Outsiders, as Chief Marketing Officer at Mina Group, she architected an integrated marketing strategy across 20 luxury hotel and retail partnerships—including The Ritz-Carlton, Four Seasons, and Bellagio—achieving a 23% YoY increase in holiday sales.



Leah Smith to drive brand awareness, customer acquisition, and sustained revenue growth across hospitality, lifestyle, and experience-driven brands as a Chief Outsiders fractional CMO.

Smith's impressive executive marketing experience also includes roles as Chief Brand Officer at Exer Urgent Care, Chief Marketing Officer for Veggie Grill, and Vice President of Marketing at West Coast, Patina Restaurant Group. Prior roles include Regional Director of Marketing at Joie de Vivre Hospitality and Global Brand Marketing Manager for Waldorf Astoria, Hilton Hotels Corp.

To support her successful executive marketing career, Smith earned a Bachelor of Science in Marketing Management from the Virginia Polytechnic Institute and State University in Blacksburg, Virginia.

Smith's numerous professional and cultural affiliations include Chaîne des Rôtisseurs, La Confrerie des Chevaliers du Tastevin, Santa Fe Garden Club, Blue Ribbon of the Los Angeles Music Center, Les Dames d'Escoffier, San Diego Bay Food & Wine Festival Advisory Board, San Diego Convention & Visitor's Bureau Marketing Committee, and the San Diego Opera's 'Opera in the City' Corporate Council.

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.

Maleia Wood
Chief Outsiders
+1 855-777-2443
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/940947388

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.