

CARL H. HENSON, JR.

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CHIEF SALES, MARKETING, AND AI OFFICER

Transforming challenges into triumphs across industries and ventures through innovative leadership, strategic excellence, and dedication

- **A seasoned, dedicated, and outcome-driven executive** with a proven track record in revitalizing marketing landscapes, driving revenue, and fostering innovation for a market-leading organization.
- **Empowering Mergers & Acquisitions (M&A):** Led M&A strategy, due diligence, integration, and communication plans, ensuring **100% employee retention and rapid acquisition ROI**.
- **Critical thinker, strategic analyst, and problem solver accomplished in leading innovation/solutions development** and conceptualizing groundbreaking approaches, methods, services, and processes.
- **Transformational manager**, effective at project management and steering new sales and revenue initiatives, achieving substantial growth in market share and overall profitability.
- **Articulate AI & Digital Transformation:** Pioneered AI-driven sales and marketing automation, integrating technology for **predictive analytics and enhanced customer engagement**.



PROFESSIONAL EXPERIENCE AND IMPACT

MarZeka Consulting – National

A start-up consultancy focused on best practices for leveraging artificial intelligence as the future of sales, marketing, and operations.

AI SALES DOCTOR

FOUNDER & CHIEF EXECUTIVE OFFICER

2023 – PRESENT

As the founder and principal consultant of MarZeka Consulting (www.marzeka.com), I lead the integration of AI and traditional marketing strategies to propel businesses into the Fourth Industrial Revolution. Leveraging extensive expertise in C-level marketing, sales, and revenue operations and a strong educational foundation in AI, I architect transformative strategies for a diverse clientele. My work focuses on driving innovation, cultivating thought leadership, and equipping businesses to thrive in the AI-driven future.

- ▶ **Developed Custom GPTs and AI Assistants** tailored to client's unique business needs, enabling significant cost savings through improved operational efficiency and increased productivity by automating workflows, enhancing decision-making, and streamlining communication.
- ▶ **Provided Fractional Chief AI Officer (CAIO) services**, guiding organizations through their AI journey. From readiness assessment to strategy execution while integrating AI across sales, marketing, and operations to drive digital transformation, automate key workflows, and empower leadership with actionable, data-driven insights for scalable growth.
- ▶ **Delivered Fractional Chief Marketing Officer (CMO) and Chief Sales Officer (CSO) services**, providing executive-level leadership to develop and execute growth strategies, optimize revenue operations, and align sales and marketing functions for maximum impact.
- ▶ **Recognized Thought Leader & Speaker:** Delivered impactful keynote presentations and workshops, shaping industry perspectives on AI-driven sales and marketing transformation.
- ▶ **Certified Vistage Speaker:** Designed and facilitated a specialized workshop for executive leaders, helping them integrate AI into their business strategies to achieve competitive advantage and sustainable growth.
- ▶ **Drove substantial innovation and revenue growth** by developing AI-driven solutions that addressed complex business challenges, optimized workflows, and delivered measurable ROI for clients.
- ▶ **Optimized business operations** by implementing AI technologies and data-driven strategies to streamline processes and improve decision-making capabilities.
- ▶ **Positioned as a recognized thought leader** at the forefront of Industry 4.0, contributing insights on the intersection of AI, sales, and marketing to influence global conversations.

- ▶ **Facilitated tailored workshops and training programs**, ensuring clients stay ahead of AI advancements and effectively leverage cutting-edge tools for growth and innovation.
- ▶ **Integrated cutting-edge products and services** by exemplifying outstanding executive leadership and mentoring skills to equip teams for AI adoption and transformation.

Chief Outsiders – National

The nation's leading Executives as a Service firm, providing fractional marketing and sales executives they need to accelerate growth.

CHIEF SALES OFFICER & CHIEF MARKETING OFFICER

2024 – 2025

As a Fractional Chief Sales & Marketing Officer and Consultant at Chief Outsiders, I provide strategic sales and marketing leadership to professional services firms. My services encompass assessing and developing sales strategies and systems, including sales playbooks, methodologies, and processes, and executing these strategies to drive growth. I optimize sales processes, enhance brand positioning, and leverage AI-driven insights for informed decision-making. Committed to driving exponential revenue growth, expanding market share, and enhancing profitability, I tailor solutions that empower clients to surpass their strategic objectives and gain a formidable edge in competitive markets.

- ▶ **Sales Strategy and Achievement:** Conducted in-depth assessments of clients' existing sales strategies and structures to identify gaps and opportunities for improvement. Developed tailored sales strategies aligning with clients' business goals, market conditions, and customer needs, resulting in increases in sales revenue.
- ▶ **Sales Systems & Process Implementation:** Designed and implemented comprehensive sales playbooks outlining methodologies, processes, and best practices to standardize and enhance sales team performance. Established new sales methodologies that improved lead qualification and closing rates. Streamlined sales processes by integrating CRM systems and automation tools, boosting team productivity.
- ▶ **Strategy Execution & Team Training:** Led the rollout of new sales strategies across multiple teams, ensuring seamless adoption and alignment with overall business objectives. Developed and conducted training sessions for sales teams on new strategies, methodologies, and tools, resulting in improvement in sales effectiveness. Provided ongoing coaching and mentorship to sales leaders, enhancing leadership capabilities and team morale.
- ▶ **Performance Monitoring & Continuous Improvement:** Set up key performance indicators and analytics dashboards to monitor sales performance, enabling data-driven decision-making. Regularly analyzed sales data to identify trends and areas for improvement, making strategic adjustments that led to sustained growth and increase in customer retention. Implemented feedback mechanisms between sales and marketing teams to ensure strategies remain aligned and effective.
- ▶ **Process Optimization & Growth Plan Execution:** Engineered systematic methods for insight gathering, strategic development, and execution of tailored growth plans, significantly boosting client outcomes. Collaborated with marketing and product teams to align sales processes with broader business strategies, enhancing overall operational efficiency.
- ▶ **Strategic Planning & Brand Development:** Crafted comprehensive go-to-market strategies and brand development plans to effectively promote clients' services, enhancing customer engagement and market visibility. Revamped clients' brand positioning, leading to an increase in brand recognition within target markets.
- ▶ **Thought Leadership & Content Creation:** Produced engaging blogs and authored an eBook that substantially increased brand awareness and positioned clients as industry thought leaders. Developed and executed content strategies that enhanced clients' online presence, driving an increase in website traffic.
- ▶ **Professional Development & AI Integration:** Directed professional development workshops to enhance clients' skills in AI strategy and applications, positioning them at the forefront of technological advancements. Integrated AI-driven insights into sales and marketing strategies, improving campaign effectiveness and ROI.

MAU, Inc. – Augusta, GA • 1997 – 2023

An innovative global company providing solutions for success in staffing, recruiting, technology, and outsourcing to clients.

CHIEF MARKETING OFFICER & SENIOR VICE PRESIDENT OF INNOVATION

2022 – 2023

Revitalized MAU's marketing landscape, specializing in Talent and Consulting services by integrating strategies in corporate branding, revenue generation, marketing innovation, digital transformation, and communication.

- ▶ **Achieved revenue growth goals with a 20% increase in profitability year-over-year in 2023**, a challenging economy for the employment and staffing sector.
- ▶ **Heightened brand visibility and market relevance** by pioneering marketing innovation initiatives, fostering a culture of creativity, and staying current with industry trends.
- ▶ **Enhanced competitiveness and optimized organizational efficiencies** by leading MAU's Innovation/Solutions Development, conceptualizing and implementing groundbreaking approaches, methods, services, and processes.
- ▶ **Successfully launched two brands with unique identities**, contributing to the goal of becoming a billion-dollar enterprise.

- ▶ **Piloted a revenue and forecasting model with a 95% accuracy rate**, transitioning the company from descriptive analytics (present condition) to predictive analytics (upcoming state).
- ▶ **Earned the prestigious OnCon Icon Award as a Top 50 Marketer in 2023** by displaying exemplary leadership talents and marketing excellence.

CHIEF MARKETING OFFICER—3Ci (ATLANTA, GA)**2022 – 2023**

Transformed 3Ci from a division of MAU into a standalone powerhouse in custom software solutions, enterprise data services, and talent acquisition. Crafted and executed comprehensive strategies across revenue generation, branding, digital transformation, and communications, positioning 3Ci for sustainable growth in a competitive market.

- ▶ **Strategic Leadership:** Aligned 3Ci's strategic direction with MAU's overarching goals, establishing a cohesive brand presence and accelerating its recognition as an independent entity.
- ▶ **Revenue Growth:** Developed and launched innovative marketing campaigns that drove a 25% increase in client acquisition and a 20% rise in annual revenue.
- ▶ **Digital Transformation:** Led the adoption of cutting-edge digital marketing tools and data analytics, optimizing engagement and achieving a high marketing ROI.
- ▶ **Team Development:** Cultivated a high-performing, creative marketing team, fostering a culture of excellence and continuous improvement.
- ▶ **Mergers & Acquisitions:** Spearheaded the integration of Doozer Software into 3Ci, expanding market reach and service offerings, and strengthening the company's competitive position.
- ▶ **Corporate Restructuring:** Directed the strategic spin-off of 3Ci from MAU, establishing a unique brand identity, operational autonomy, and robust framework for sustained growth.

VICE-PRESIDENT, MARKETING & BUSINESS DEVELOPMENT**2006 – 2022**

Guaranteed sustainable business growth trajectory by presiding over all day-to-day operational aspects. Enhanced decision-making processes by formulating and presenting comprehensive analytics at board meetings, ensuring informed and strategic choices. Aligned operations with strategic business objectives by developing key performance indicators (KPIs) for marketing and business development.

- ▶ **Skyrocketed annual revenue to \$450M** by spearheading a high-volume client portfolio with a strategic focus on Workforce Solutions.
- ▶ **Amplified sales productivity and increased market share** by launching customer-centric sales and marketing strategies.
- ▶ **Obtained the prestigious Top 100 Marketer Award in 2021** by attesting remarkable contributions to marketing excellence.
- ▶ **Acknowledged as one of the region's top young professionals in 2009** by showcasing outstanding leadership and career accomplishments.
- ▶ **Maximized sales channel productivity** through the strategic planning and execution of sales and marketing initiatives.
- ▶ **Commended by executives for significant contributions** that led to the company's recognition as one of the top 50 US staffing providers.
- ▶ **Contributed substantially to the company's progression by creating and deploying a comprehensive strategy to generate \$1B in revenue within seven years.**
- ▶ **Reached revenue targets and deployed process improvements across the organization** by fostering inter-departmental coordination and teamwork.

VICE-PRESIDENT, MARKETING & BUSINESS DEVELOPMENT—3Ci (ATLANTA, GA)**2018 – 2022**

Drove transformational growth and strategic direction for 3Ci, a leader in custom software solutions and technology services. Played a pivotal role in acquiring and integrating 3Ci into MAU, guiding the brand's expansion, operational restructuring, and market positioning within MAU's portfolio. Developed comprehensive go-to-market, marketing, sales, and growth strategies that established 3Ci as a premier brand in enterprise services.

- ▶ **Acquisition & Integration Leadership:** Led due diligence efforts and played a key role in acquiring 3Ci by MAU, ensuring a seamless integration of resources, culture, and systems. Guided the post-acquisition strategy, establishing 3Ci as a distinct division under MAU, focusing on custom software and technology solutions.
- ▶ **Strategic Planning & Growth Initiatives:** Architected the go-to-market (GTM) strategy, marketing plan, and sales plan for 3Ci, driving expansion into new markets and amplifying revenue growth. Developed a robust growth strategy that consistently delivered high-impact results and aligned with MAU's vision, contributing to 3Ci's reputation as a trusted partner in the tech industry.
- ▶ **Revenue Growth & Market Expansion:** Oversaw high-volume client acquisition efforts, leveraging innovative marketing and sales strategies that drove year-over-year revenue growth. Positioned 3Ci as a preferred provider in competitive markets, leading to substantial market share and profitability increases.

- ▶ **Brand Positioning & Marketing Innovation:** Revitalized 3Ci's brand through targeted marketing campaigns, digital transformation initiatives, and strategic messaging, reinforcing its unique value proposition within the MAU portfolio. Established 3Ci as a thought leader in technology services, enhancing visibility and engagement across key customer segments.
- ▶ **Sales & Business Development Excellence:** Directed sales and business development operations, cultivating long-standing relationships with high-profile clients and partners. Enhanced sales productivity through process improvements and CRM integrations, enabling the team to achieve ambitious targets and maximize customer lifetime value.
- ▶ **Team Leadership & Culture Building:** Built and mentored a high-performing team of marketing and business development professionals. Fostered a collaborative, growth-oriented culture that encouraged creativity, accountability, and continuous improvement.

Earlier Positions Held: Business Development Manager/Corporate Outsourcing Manager, Branch Manager, Account Executive, and Staffing Specialist

CAREER HIGHLIGHTS

- ✓ Attained exponential revenue growth from \$35 to \$450M, maintained consistent profitability, and secured a top 50 ranking among staffing firms.
- ✓ Consistently achieved or exceeded the 300% ROI goal for business development for over 22 years.
- ✓ Delivered an ROI exceeding 300% by showcasing transformative marketing leadership to the growth marketing team.
- ✓ Set a new standard in M&A strategy with a unique process for identifying and engaging potential acquisitions.
- ✓ Solidified reputation as a strategic leader through navigating high-stakes environments and influencing top-level decisions.
- ✓ Nurtured client relationships, significantly contributing to MAU's revenue growth.
- ✓ Orchestrated the company's quick adaptation to market changes and customer needs based on predictive data insights.
- ✓ Achieved consistent growth, outperforming competitors and gaining market share despite economic challenges, recessions, economic downturns, and the COVID-19 pandemic, requiring rapid adaptation to sustain and grow the business.
- ✓ Hit the highest NPS in the company, reflecting high employee satisfaction and loyalty.
- ✓ Successfully launched the Innovation/Solutions Development division, positioning MAU as an Industry 4.0 frontrunner.
- ✓ Mobilized efficiency, revenue growth, and competitive positioning by maintaining a relentless pursuit of growth and self-improvement in a rapidly evolving business landscape.

EDUCATION & CREDENTIALS

DOCTOR OF BUSINESS ADMINISTRATION (DBA): 2023 | University of Florida, Warrington School of Business – Gainesville, FL

Research: Marketing & Artificial Intelligence

Published Dissertation: "*Application of the Technology Acceptance Model to the Adoption of Artificial Intelligence by Salespeople.*"

Henson, C. (2023). Application of the technology acceptance model to the adoption of artificial intelligence by salespeople.

University of Florida. Retrieved from: "*Application of the Technology Acceptance Model to the Adoption of Artificial Intelligence by Salespeople.*"

MASTER OF BUSINESS ADMINISTRATION (MBA): 2000 | Augusta University – Augusta, GA

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BS): 1997 | University of South Carolina at Aiken – Aiken, SC

Alumni Award of Distinction for the School of Business: 2014

CERTIFICATIONS

GREEN BELT CERTIFICATION | Lean Six Sigma Certification Program

PROFESSIONAL CERTIFIED MARKETER (PCM) | American Marketing Association (AMA)