

## CMO & COMMERCIAL EXCELLENCE PRACTICE

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More and more we are evolving to a place of making, not just doing. Where work does not equal output. Nowhere is this truer than in the marketing and commercial excellence sector. The professionals leading this business segment are responsible for uncovering the truths of the brands they serve and delivering them to the people for whom those truths will matter most.

Successful marketers are almost as varied as the brands they serve. There is no such thing as one size fits all. We concentrate deeply on what organizations are looking for, who they are from a cultural perspective, and what success will look like for them. Equally, we discover the unique difference each person has to offer and the unique talents they can bring to your organization. Matching difference makers with companies looking to have those differences made is what we do best!

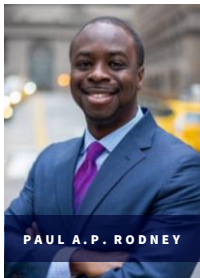
There are limitless paths that marketers can take to deliver on their mandate. In or out of home, on or offline. To individuals, groups, or groups of groups. All with a related ROI. While changes in the ways in which marketers and their audiences can connect have never evolved more rapidly, at their core, the tenets have stayed the same. What are you trying to do? Why? To whom will that matter most? What do they currently think? What do you need them to think? How will you measure success?

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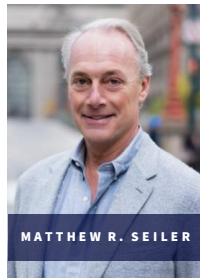
PATRIZIA L.  
MARTELLARO

pmartellaro@  
rainesinternational.com



PAUL A.P. RODNEY

prodney@  
rainesinternational.com



MATTHEW R. SEILER

mseiler@  
rainesinternational.com



G. PATRICK  
SHERRIER III

psherrier@  
rainesinternational.com

**CHANGE IS  
GOING TO  
HAPPEN**

**THOSE WHO  
EMBRACE IT  
TAKE THE**

**raines**

*Our commitment to difference making is an absolute mandate that guides our search for people who create real change. It informs every step of our proprietary process and leads to meaningful success and consequential impact. In every partnership, we pledge to deliver change and to make a difference.*

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### FUNCTIONS

- Finance
- General Management
- Operations
- Sales and Marketing
- Strategy and M&A
- Supply Chain and Operations

### AREAS OF EXPERTISE

- Biotech
- Insurance Conglomerates
- Payer Providers
- Pharmaceuticals
- Private Equity Portfolio Companies
- Specialized Services

PLACEMENTS:

**CMO & COMMERCIAL EXCELLENCE PRACTICE**

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**FORTUNE 50 HEALTH  
INSURANCE COMPANY**

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- Vice President Marketing, Commercial Health Insurance

**PRIVATE EQUITY-OWNED  
INDUSTRIALS COMPANY**

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- Vice President, Sales
- Vice President, Sales and Business Development

**FORTUNE 50 HEALTH  
INSURANCE COMPANY**

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- Head of Marketing Analytics
- Head of Product Strategy and Management

**VENTURE CAPITAL-BACKED  
FINTECH**

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- Chief Marketing Officer

**MULTIBILLION DOLLAR  
ELECTRONICS COMPANY**

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- Executive Vice President, Sales and Marketing

**PRIVATE EQUITY-BACKED  
DENTAL SERVICE COMPANY**

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- Chief Marketing Officer
- Vice President, Marketing

**PRIVATE EQUITY-BACKED  
EDUCATION TECHNOLOGY**

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- Chief Marketing Officer

**MAJOR CRAFT BREWERY**

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- Head of Brand Development

**PRIVATE EQUITY-BACKED  
DIGITAL MEDIA COMPANY**

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- Chief Revenue Officer

**PRIVATE EQUITY-BACKED  
HEALTHCARE COMPANY**

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- Vice President, Brand and Advertising
- Vice President, Digital Acquisition and Growth

**FORTUNE 50 HEALTHCARE  
AND RETAIL COMPANY**

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- Vice President, Retail Merchandising
- Vice President, Retail Merchandising for Beauty and Personal Care

**HIGH-GROWTH GENEALOGY  
COMPANY**

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- Chief Communications Officer
- Vice President, Consumer Communications and PR

**FORTUNE 50  
PHARMACEUTICAL AND  
CPG COMPANY**

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- Chief Marketing Officer
- President, Marketing Services
- Vice President, Customer Development, eCommerce
- Vice President, Professional Marketing

**MULTIBILLION DOLLAR  
DATA SYSTEMS COMPANY**

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- Executive Vice President, Sales
- Vice President, Government Sales
- Vice President, Inside Sales

**PORTFOLIO COMPANIES  
OF NUMEROUS PRIVATE  
EQUITY FIRM**

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- Head of Pricing