



# Ken Starr

*Chief Revenue Officer*

## About Ken

Ken Starr is dedicated to building business. Having held titles such as Chief Revenue Officer (CRO), Chief Sales Officer (CSO), and Chief Growth Officer (CGO), Ken can speak to business growth from a position of experience and authority. A product of rigorous training and leadership roles at top-tier consulting firms—as Partner at Deloitte and as a Partner at Arthur Andersen Business Consulting—Ken has the pedigree and wisdom to develop sound business strategies for your company. His superpower is being able to diagnose pain points within a business and then build the right team to solve them.

Prior to joining TAG CXO, Ken led successful exits and excelled in enterprise sales, SaaS platforms, ERP implementations, and digital transformation solutions. With extensive international experience across diverse industries, he specialized in scaling sales and sales teams, optimizing customer success, and leading global teams to deliver sustainable revenue growth and profitability. His numerous global experiences have made him adept at helping companies navigate the ins and outs of establishing and growing businesses both at home and abroad.

Ken's role at TAG CXO is to be our clients' main touchpoint and management tactician. He will ascertain what needs to be done, and hand pick the right delivery executive team to accomplish those goals. Born to be a consultant and advisor, he can't help but look for answers to address business challenges. Ken knows that business moves quickly, which means there's always an opportunity to find a unique solution and improve. He uses his vast experience to seek out resolutions and best practices for our clients. With decades of world-class consulting experience, Ken's hindsight has become our clients' foresight, anticipating needs and successfully navigating challenges.

A mentor to his core, relationship building is foundational in every aspect of Ken's process. He knows that people are the heart of every company's work and culture.

## Expertise

### *Industry Experience*

- Technology Sector
- Software (SaaS)
- Professional Services
- Consumer Packaged Goods (CPG)
- Transportation & Logistics
- Manufacturing
- Retail
- Energy (Oil & Gas)
- Healthcare
- Public Sector
- Insurance

### *Specialties*

- Sales & Revenue Strategy
- Business Development
- Sales Team Optimization & Development
- Customer Success
- Digital Transformation Strategy & Execution
- Supply Chain Management
- Mergers and Acquisitions
- Change Management
- Business Process Optimization
- Data Warehouse
- Software Selection
- Business Model Transformation
- Software Development

## Contact Information

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## Leadership Experience

- Managing Partner; CRO-Solutions, Carefree, AZ
- Chief Revenue Officer & Chief Sales Officer; MSS Business Advisory, Phoenix, AZ
- Executive Vice President of Sales & Services; GlobalMed, Scottsdale, AZ
- Chief Revenue Officer – Executive Vice President; AppointmentPlus, Scottsdale, AZ
- Senior Vice President of Sales – CEO Advisor; Renwell, Tempe, AZ
- Director of Consulting; CGI Technologies, Phoenix, AZ
- Chief Revenue Officer/Co-Founder; DopplerSports, Scottsdale, AZ
- Consulting Director, Western Region; AppShop, San Jose, CA
- Partner, Oracle/SAP Americas; Arthur Andersen Business Consulting, Phoenix, AZ
- Partner, Oracle/SAP Practice; Deloitte Consulting, Phoenix, AZ/Global Travel
- Practice Director, Southwest Geography; Oracle Consulting, Phoenix, AZ
- Practice Director, Systems Resource Group; Andersen Consulting, Phoenix, AZ

## Clients and Companies Served

- Aetna
- AZ State Lottery
- Bridgestone Americas
- Callaway
- ConAgra
- Costco
- DICKS Sporting Goods
- Gamma-Pulse
- GPS Insight
- Grifols
- Les Schwab
- Lincoln Financial
- Maricopa County
- Mass Mutual
- Motorola
- Southwest Gas
- Williams Energy

## Education

B.S., Business Administration – University of Phoenix