



BridgeBuilder Profile

Jackie Herrera

CMO & BRIDGEBUILDER

✉ Jackie.Herrera@ChasmBridge.com

📍 1707 Post Oak Blvd
Houston, Texas 77056

🌐 www.ChasmBridge.com

SERVICES

- Fractional CMO Services
- Brand Strategy & Equity Build
- Marketing & Sales Strategy
- Customer Experience & Lifecycle Programs
- Digital Marketing Programming, Lead Generation & E-commerce
- Sale Preparedness & Positioning
- Public Relations & Market Positioning
- Investor Relations & Engagement
- Employee Engagement & Brand
- New Product Commercialization
- Entering New Market Strategy
- DEIB Program Development

MARKET EXPERTISE

Industrial / Engineered Products
 Oil & Gas & Energy
 Water & Waste Water
 Heavy Construction
 Healthcare
 Retail & Distribution Models

NOTABLE CLIENTS

Caterpillar	Vortex Companies
Weir Group PLC	BlastOne
Trillium	GHD
Hydro	

Revenue igniter, award winning, published, speaker circuit CMO & SVP of Sales with 20 years' experience in B2B and B2C strategic marketing, sales, brand development and management, strategic business planning, and campaign execution for internal and external audiences across multiple markets with a heavy focus on the industrial space. I excel at decluttering tactical webs in sales & marketing and developing easy solutions. I am an expert at developing the strategic direction of a company's brand aligned with established business goals. In today's digitally automated world, I understand the value in a frictionless customer experience and understand the pathway to remove waste and grow customer relationships for long term demand. I thrive in defining marketing plans targeted to employees, customers, investors, suppliers and the community that position the company as an industry leader and uncover missed opportunities that differentiate the company from its peers.

IMPACTFUL RESULTS

BUILT THE #1 FRAC PUMP BRAND IN THE WORLD WITH MORE PUMPS INSTALLED THAN ANY OTHER BRAND IN THE WORLD

BUILT BRAND EQUITY OF A MAJOR WATER & WASTE WATER BRAND SUPPLIER TO RESULTS IN A 12X MULTIPLIER SALE IN 2 YEARS (ORIGINAL GOAL 5 YEARS). BUILT THEM TO BE #1 TRENCHLESS REHABILITATION SUPPLIER & SERVICE PROVIDER.

GREW DIGITAL LEAD GENERATION FROM \$0 TO \$1.5M MOM THROUGH DIGITAL MARKETING PROGRAMS

THOUGHT LEADERSHIP & RECOGNITION

- 2023 Empowering Industries Speaker - Leadership Panel
- 2023 Empowering Women Podcast - Elevating YOUR customer experience
- 2023 AMCA Conference Speaker – “Minding the Customer Lifecycle & Brand White Space”
- 2022 CHIEF Membership Appointee
- 2022 Empowering Industries Podcast Interview – Marketing post Covid
- 2022 Trenchless Technology Project of the Year Award Winner
- 2022 EPIC Speaker – “Minding the White Space of Sales Data”
- 2021 Empowering Pumps March Industry Person of the Week
- 2020 World Oil Exec. Spotlight - Connecting in an Unconnected World