



LOUIS GUMP

TECHCXO PARTNER - EXECUTIVE LEADERSHIP
FRACTIONAL / INTERIM CEO



RELEVANT EXPERIENCE

Louis Gump is a proven leader in digital innovation and operational growth, with a track record of success across both major corporations and agile startups. His expertise spans executive leadership, product strategy, and market expansion, consistently empowering teams to deliver scalable, high-impact results. His career roles below highlight that experience:

SVP & GM, Cox Media

Oversaw advertising division of the third-largest U.S. cable provider. Exceeded revenue goals while advancing strategic growth initiatives and implementing operational improvements.

VP, Mobile, CNN and The Weather Channel

Led award-winning mobile businesses, pioneering innovative digital products and services, revenue streams, and audience growth strategies.

CEO, Digital Media Firms

Served as CEO of groundbreaking companies LSN Mobile and NewsON. Launched products and services, developed new revenue models, and drove M&A initiatives in dynamic markets.

Author, *The Inside Innovator: A Practical Guide to Intrapreneurship* (Fast Company Press, 2024)

Published category-defining, best-selling business book helping organizations unlock their teams' creative potential and deliver sustained innovation and growth.

Chair, Global Board, Mobile Marketing Association

Served on global board for a decade, including terms as Chair, Vice-Chair and Treasurer, shaping industry best practices and advancing mobile marketing standards worldwide.

EDUCATION

MBA, University of Virginia Darden School of Business

BA, Duke University

PERSONAL STATEMENT

As a partner in TechCXO's Executive Leadership practice, I serve clients as a fractional and interim CEO, strategic advisor, and executive coach. In these roles, I help companies and leaders accelerate growth with clarity, purpose, and a people-centric mindset.

Whether fostering a sense of ownership, launching and expanding with confidence, or streamlining how work gets done, I bring the energy and direction needed to move forward—working at the intersection of intrapreneurship and entrepreneurship.

With deep experience as a senior executive, I provide the steady leadership and operational discipline required to guide organizations through complex growth challenges. Founders, partners, and executive teams turn to me to build high-performing teams, translate strategy into action, and deliver sustainable results in dynamic markets.

In recent years, as an author and active speaker, I've become known for helping companies innovate from within using a proven framework based on *The Inside Innovator*. This hands-on playbook is designed not only to identify and develop intrapreneurs, but also to equip emerging leaders and teams to drive long-term, high-impact growth aligned with evolving business needs.

PRACTICE FOCUS

Strategic Planning & Execution

- Company Mission & Vision Development
- Company Strategy
- Organizational Alignment
- Strategic Transformation
- Mergers & Acquisitions
- Partnerships & Strategic Alliances

Business Ops & Key Initiatives

- Digital Transformation
- Profitability Improvement
- Process Improvement
- Services Design & Optimization
- Technology Commercialization
- Research & Development Oversight
- Change Management

Growth Strategy & Execution

- Data Monetization
- New Market Entry & Expansion
- Go-to-Market Strategy
- Product & Services Portfolio Planning
- Product Management
- Product & Services Delivery Strategy
- Customer Success

Executive Operations

- Driving Profitable Growth
- Strategy, Planning, & Alignment
- Growth Capabilities & Development

SECTOR EXPERIENCE

Business Services

- Media & Information Services
- Education & Training Services
- Logistics

Technology & Software

- Telecom & Cable Service Providers
- Wireless Service Providers
- Wireless Communications Equipment
- SaaS
- Application Software
- Communication Software
- Education Software
- Internet Software

Media & Communications

- Broadcasting, Radio & TV
- Information Services
- Movies, Music & Entertainment
- Publishing
- Social Content
- Misc. Media (B2C)