

About Kainos Consulting

Kainos Consulting is a network of seasoned, innovative consultants serving various industries around the world. Since we have many years of practical experience in Operations, Finance, Sales, Marketing, and Technology, we understand your needs and challenges.

Our task is to analyze your business, determine your needs and implement changes to make your business efficient and successful. $K\alpha\iota vo\tau$, translated to Kainos (kay-nos) is the Greek word for innovation.

Fractional CMO Services

Kainos is a "full-stack" marketing provider, delivering services such as:



Consultant Overview

- · Consultant: Joe Garber
- Years of Experience: 25+
- Recent Roles:
 - Chief Marketing Officer
 - VP, Marketing
 - VP, Corporate Marketing
 - VP, Product Marketing
- Representative Employers:
 - Hewlett Packard Enterprise
 - Open Text (Micro Focus)
 - o HP
 - Quest Software
 - o IBM
 - Axiad
 - o U.S. Senate

• Domain Experience:

- Software/SaaS
- Cybersecurity
- Governance, Risk, Compliance
- Privacy
- o Healthcare
- Public Sector

Education:

- MBA, Cornell University
- BA, Pepperdine University

Recent Accolades



"Top 10 Most
Influential CMOs"
CXO Views Magazine
Link to story

"CMO of the Year"
GRC Outlook Magazine
Link to story



Regular Contributor to Forbes

Forbes

What's Ailing Your Marketing Programs: It's The Message, Stupid

Joe Garber is Chief Marketing Officer at Kainos Consulting, a management consulting firm that serves a variety of client needs worldwide.

See article

Forbes

18 Reasons To Outsource Your Marketing Efforts

One reason to outsource marketing is adaptability. With a higher level of funding uncertainty and a greater focus on EBITDA in today's market, many organizations may find it difficult to hire the right (complete) team to scale rapidly and/or require the elasticity of scaling down quickly. Outsourcing certain marketing roles allows you to attain a delicate balance between a growth strategy and a flexible business model. - Joe Garber, Kainos Consulting

See article