WHO WE ARE

"We are passionate marketing leaders who build brands through people."

CMO Edge develops custom masterclasses that close the gaps holding your marketing team back.

Founded by Pete Dornsife for teams who want to sharpen their edge.



35 YEARS OF BRAND LEADERSHIP

- GSK, Mylan and Viatris
- OTC and Pharma / US and International
- Brand Management Across All Product Life Cycles
- Directed a global marketing capability program spanning 20+ countries
- Foundational experience in sales, marketing research, product development, and marketing operations

WHAT WE DO

We offer tailored development applied to your brands and specific challenges. Check out our continuum of services:

SINGLE CUSTOM MASTERCLASS

FULL MARKETING CURRICULUM

FRACTIONAL MARKETING CAPABILITY SUPPORT

AVAILABLE CURRICULUM

4 disciplines | 12 masterclasses

01 Core Brand Mastery
02 Intelligence & Insight
03 Creative Excellence & Agency Partnership
04 Leadership & Team Dynamics

HOW WE ENGAGE

- Discovery Session to understand your needs
- Proprietary learning-culture survey to establish baseline
- Custom workshops with tools and frameworks built around your brands and applied in real-time
- Sessions are led by practitioners, not theorists
- Masterclasses offered virtually or in-person

WHY WE'RE DIFFERENT

"We don't teach to inform.
We teach to transform."

	Generic	Brand-Specific
Sustained	Always Training, Never Landing	TRANSFORMATION ZONE — CMO EDGE
One-Time	Check the Box	Applied Once, Forgotten Fast

Two dimensions determine whether development actually sticks.

- Brand-specific - Applied to your challenges
- Sustained – Spaced and reinforced to compound



Joe Cadle
SVP Head of Marketing
Microbiome Labs

"What he delivered through CMO Edge completely exceeded expectations. This is true capability building with immediate business impact."