



Eric Dickmann

FOUNDER / CMO
THE FIVE ECHELON GROUP
FIVEECHELON.COM

Overview

Eric is passionate about discussing marketing, building a better work-life balance, and designing systems and processes that focus on the customer within a thriving workplace culture.

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About Eric

Eric Dickmann is an executive leader with over 30 years of experience in marketing, product development, and digital transformation. He has worked with large, global companies and small startups to develop strategies to bring innovative products to market.

After years of working in the financial services and information technology industries, including 18 years at Oracle Corporation, Eric ventured into the world of entrepreneurship by founding The Five Echelon Group. The company focuses on building and executing marketing strategies for small and midsize businesses. As part of this service offering, Eric serves as a Virtual CMO for multiple companies.

Eric is also the host of a weekly podcast, The Virtual CMO, for marketing professionals and the YouTube series Work-Life, where he interviews people from all backgrounds as they strive to find balance in their personal and professional lives.

Topics of Interest

- Virtual CMO services / executive on-demand
- Marketing strategy
- Inbound marketing
- Marketing automation technology
- Customer relationship management
- Remote work and work-life balance
- Career change and entrepreneurship
- Workplace culture

Personal Background

- Wisconsin native currently living in Orlando, FL
- Worked remotely for 25+ years
- Outdoor enthusiast (camping, hiking, skiing, traveling, adventure trips)
- Technology geek, loving all things Apple
- Coffee drinker
- Bourbon aficionado
- INFJ