

● REVENUE GROWTH & PERFORMANCE

Fractional Marketing *Leadership.*

Place an experienced CMO in seat now, leading the team and owning the number, not advising from a distance.



INSIDE THIS BRIEF

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What you walk away with

Fractional Marketing *Leadership*.

Place a senior marketing leader in seat for the revenue moment you're in. For B2B organizations between hires, mid-transition, or scaling fast.

THE PROBLEM ON YOUR DESK

Between hires, mid-transition, or scaling fast, sometimes you need senior marketing leadership in seat now. A permanent CMO search takes months you may not have. When the revenue moment will not wait, the function drifts without a leader who owns the number. The cost is a vacancy at exactly the wrong time.

OUR THESIS

You need a CMO in seat. *Just not a permanent hire, yet.*

What you get

01 · OPERATING LEADERSHIP, ON YOUR TIMELINE

01

A leader who owns the number

A fractional or interim CMO leads the team, sets the strategy, and carries the pipeline number. This is operating leadership, not advisory from a distance.

02

In the role in weeks

A permanent CMO search runs for months. When the revenue moment will not wait, a senior operator steps in now and keeps the function moving.

03

A clean handover

Documented strategy, an aligned team, and a transition plan, so the permanent CMO inherits momentum instead of a reset.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A senior CMO in seat, leading the function
- ✓ A fractional retainer or full-time interim bridge
- ✓ A documented strategy and aligned team
- ✓ Ownership of strategy, team, and the number
- ✓ Placement in weeks, not a months-long search
- ✓ A clean handover plan for the permanent hire

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Leadership *in seat from day one.*

02

Momentum kept, *not a vacancy left open.*

03

A plan run against *the metrics the board tracks.*

04

The permanent hire *inheriting a clean function.*

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The permanent CMO inherited momentum instead of a mess.

BOARD MEMBER · B2B SCALE-UP

Lead the moment *without the wait.*

Book a call to scope a fractional or interim CMO engagement for your team.

Book a session →

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