



[About me]

Hello! I'm a B2B Fractional CMO (Chief Marketing Officer) and go-to-market leader with a track record of collaboratively building businesses, expanding markets, accelerating growth, and developing impactful teams that create value. I'm hands-on, growth-focused, with an equal love for both strategy and execution.

Over the past decade, I've led marketing and GTM strategies with a heavy focus on revenue growth acceleration and brand value creation for 6 growth-obsessed early-stage B2B startups in the talent/HR tech and procurement/spend management spaces, and been involved in 3 exits!

I love to build and scale and am passionate about helping innovative early-stage B2B tech startups grow! I'm always game to work with a phenomenal team who've developed a market-disruptive product to help them successfully grow and hit their revenue and business goals!

[The Perfect Fit]

- Seed to Series C B2B tech firms
- HR Tech, Staffing, procurement/spend management tech
- AI, Automaton, Web3, Blockchain technology
- VC-funded portfolio companies

[Testimonials]

Happy to share work samples upon request

[My Superpowers]

- Quick seamless pivots
- Developing actionable, customer-centric, and data-driven plans
- Keeping the focus on outcomes.
- Modernizing and transforming marketing organizations
- Turning chaos into order (including through funding rounds, M&As, and exits)
- Experimenting and failing fast
- Incorporating AI in marketing for efficiency, ROI, and productivity
- Excelling at early-stage startups with lean teams and budgets (i.e. scrappy marketing)
- Equal parts vision/strategy and hands-on execution and implementation
- Defining/redefining categories, building ICP, positioning, segmentation, and messaging

[Specialization]

- Big picture marketing strategy
- Actionable customer-centric and data-driven plans
- Revenue growth acceleration & brand value creation
- GTM motions and actions
- Cross-functional team management
- Channel and partner development
- Marketing operations
- Integrated campaigns
- Martech
- Marketing + Sales + CS alignment
- Branding oversight

DESIRED INTRODUCTIONS

- Founders
- CEOs and COOs
- VPs of Marketing and CMOs
- VC and PE investors

