



Accelerating SaaS Growth through Fractional Product Leadership

A Go-to-Market & Growth Acceleration Six-Month Engagement

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Executive Summary

The Challenge

SMB SaaS company with plateaued growth, declining customer retention, inconsistent pricing, and 120+ day onboarding cycles.

The Solution

Fractional CPO engagement delivering strategic product expertise and operational clarity without full-time executive costs.

The Results

+25% ARR growth, 80% migration success, and onboarding reduced from 120 days to 6 weeks in 6 months.

The Challenge: Strong Product, Slowing Growth

The Situation

An SMB SaaS company had built strong customer relationships and a solid product foundation. Yet despite these strengths, the business faced mounting challenges that threatened long-term viability.

Key pain points:

- Annual revenue had **plateaued and scaling challenges**
- **New customer acquisition and retention declining quarter over quarter**
- Pricing structure lacked **consistency**
- Onboarding stretched **beyond 120 days**

The Question

"How do you ignite growth and scale operations — without adding more costs?"

The founder needed **strategic product expertise** and **operational clarity, without the cost** of a full-time hire. They needed focused intervention to diagnose root causes and drive **immediate impact**.

Fractional Product Leadership: A Different Approach

Fractional CPO engagement combined **outside perspective** with **embedded leadership** — bringing **executive-level strategy** and **hands-on execution** without the commitment of a full-time hire.



Deep **Diagnosis**

Analyze **product-market fit**, **customer journey friction points**, and operational bottlenecks to identify high-impact opportunities.



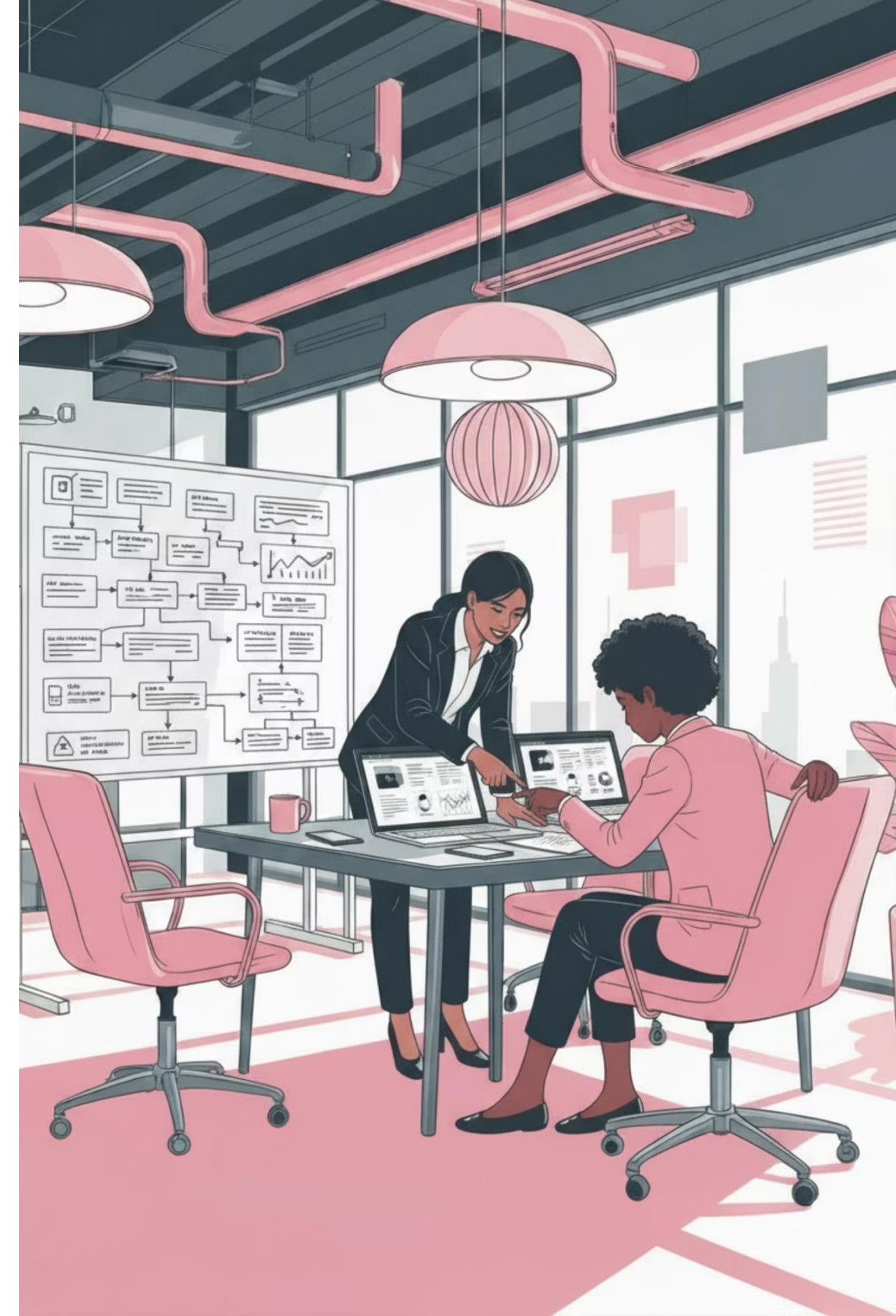
Strategic Alignment

Unite product, sales, and execution teams around **shared goals** with **clear metrics** and accountability structures.



Rapid **Execution**

Implement changes quickly with **focused priorities**, simplified roadmaps, and **data-driven decision frameworks**.



The Strategic Framework

We established a comprehensive approach to address systemic challenges and build sustainable growth momentum.



Assess

Diagnosed product-market fit friction, onboarding drop-offs, and pricing inconsistencies through **customer data analysis** and **stakeholder interviews**.



Align

Instituted a **6-week executive cadence** to synchronize with CEO/Founder around **unified objectives** and **transparent progress tracking** for speed of decision making.



Simplify

Rebuilt pricing and packaging around **measurable customer value**. Streamlined roadmap priorities using **activation and retention data**.



Scale

Created **repeatable processes and frameworks** that enabled the team to maintain momentum beyond the engagement period.

Focused Actions That Built Momentum

01

Subscription Migration Strategy

Designed a **phased migration plan** from legacy pricing to subscription model to create hook for new customers bundled with new mobile app, complete with **customer communications framework** and change management protocols.

03

Enabled Scale with App Launch

Automated workflows, enable on-demand access, and faster direct to customer content launches through new mobile app. Real-time visibility into **ARR, customer engagement scores**, and **product usage metrics**.

02

Onboarding Transformation

Rebuilt the entire onboarding flow with companion materials, **self-service resources**, and **milestone-based check-ins** to dramatically accelerate time-to-value.

04

Predictable Release Cadence

Established a **consistent product release and review rhythm** across all teams, creating accountability and **reducing coordination overhead**.

The Results: Measurable Impact in 6 Months

Strategic focus and operational discipline translated directly into business outcomes that exceeded initial projections.

+25%

ARR Growth

Annual recurring revenue increased significantly, establishing a **strong foundation** for continued expansion.

80%

Migration Success

Customers converted to subscription model with **greater retention rates** bundled with app sign-up.

6 weeks

Onboarding Time

Reduced from **120 days to 6 weeks** — a transformation in customer activation speed.

Beyond the numbers, restored **leadership focus**, improved **cross-functional visibility**, and established a **culture of accountability**. The team now operates with **clear priorities** and the **confidence to execute independently**.

Key Success Factors

Customer-Centric Decisions

Every strategic choice was validated against **actual customer behavior, feedback, and measurable value delivery** rather than assumptions or internal preferences.

Cross-Functional Alignment

Breaking down silos between small team to execute and created **unified momentum**. Regular cadences ensured everyone moved in the same direction.

Data-Driven Prioritization

Decoupling content creation dependency from founder to on-demand feature releases within app **transformed scalability**, reducing friction and **accelerating speed to market based** on usage KPIs.

The Fractional Advantage



Focused Time, Not Part-Time

"Fractional doesn't mean part-time — it means focused time."

By combining **outside perspective** with **embedded leadership**, we accelerated progress where it mattered most: **product-market fit, execution clarity, and measurable growth.**

This approach delivers **executive-level strategic thinking** and **hands-on operational leadership** precisely when and where companies need most — without the **overhead, ramp-up time, or long-term commitment** of a full-time hire.

What This Means for Your Business

Faster Time to Results

Skip the 6-month executive search and onboarding. Get strategic leadership driving impact from **week one**.

Team Empowerment

Build internal capabilities while solving immediate challenges. Your team learns by doing alongside **experienced leadership**.

Cost-Effective Expertise

Access C-level product leadership at a **fraction of the cost**, with flexibility to scale engagement based on your needs.

Ready to Accelerate Your Growth?

Fractional product leadership bridges the gap between strategy and results — aligning your vision, teams, and growth goals without the cost or delay of a full-time hire.

Whether you're facing:

- **Plateauing growth** that needs **strategic intervention**
 - **Product-market fit challenges** requiring **expert diagnosis**
 - **Operational inefficiencies** blocking your team's potential
 - **Leadership gaps** during **transitions or scaling phases**
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Let's build what's next.

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