

Professional Bio -

Judith Cousineau



Full Name & Specialization

Judith Cousineau — Founder, The Growth Direction | Change Management | Fractional Leadership | Compassionate Leadership

Location

Global resident. Montreal, London, Fort Lauderdale.

Current Role(s) & Services

Founder of The Growth Direction, providing Fractional Leadership, Strategic Consulting, and Executive Coaching services to help organizations scale for success while aligning people, processes, and technology for operational excellence.

Judith has built her career leading consulting services, marketing operations, and change initiatives for agencies and technology-driven organizations across North America. With over 30 years of leadership experience, she has held senior roles overseeing delivery operations, client strategy, and consulting teams of 50 or more across global portfolios. Judith's background spans operational leadership at agencies like MERGE and Perkuto, where she drove service unification, process optimization, and market expansion.



Her hands-on experience spans scaling high-performing teams and delivering multi-platform marketing automation solutions utilizing top Sales and MarTech technologies, always with a focus on achieving measurable business outcomes.

Areas of Expertise

- Operational Excellence and Process Improvement
 - MarTech Platform Strategy
 - Change Management & Team Leadership
 - Client Delivery & Consulting Services Management
 - Strategic Planning and Execution
 - Digital Transformation & Data Strategy
 - Executive Coaching for Leadership Growth
 - Forecasting and Data-Informed Decision Making
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Industries Served

- Marketing & Advertising
 - Professional Services & Consulting
 - Technology & SaaS
 - Healthcare and Wellness
 - Financial Services
 - Education and Non-Profit
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Professional Summary

Judith Cousineau is a strategic operations leader and trusted advisor with over 30 years of experience helping organizations navigate growth, transformation, and operational change. She specializes in unifying strategy, people, and technology to drive operational excellence, foster leadership alignment, and build high-performing, resilient teams.

Throughout her career, Judith has worked with agencies, consulting firms, and mid-market organizations across North America, delivering results in client delivery management, consulting services leadership, and marketing technology operations. Known for her ability to simplify complex challenges, she designs and implements frameworks that improve delivery efficiency, streamline operations, and enable sustainable growth.

Judith partners with executive teams when they need clear, data-driven insights, actionable systems, and a collaborative leader who can guide teams through change. Her practical, people-first approach—grounded in authentic leadership and



operational clarity—helps organizations move from reactive to strategic, ensuring their operations, teams, and business goals are fully aligned.

Key Achievements or Results

- **Increased delivery efficiency by 20%** by unifying service offerings, streamlining operational processes, and establishing clear delivery frameworks—resulting in improved cross-team collaboration and reduced project turnaround times.
 - **Led and managed consulting teams of 50+ across multi-brand portfolios**, fostering a culture of accountability, mentorship, and high performance while consistently exceeding client expectations and revenue targets.
 - **Implemented operational frameworks that directly improved Net Promoter Scores (NPS) and profitability** for mid-market clients by standardizing processes, enhancing client communication, and embedding structured feedback loops into service delivery.
 - **Delivered enterprise-level marketing automation transformations** using platforms such as Marketo, Adobe, and Salesforce, helping clients scale their customer engagement strategies and unlock new revenue streams through data-driven automation.
 - **Championed change management initiatives** that increased adoption of new tools and processes, supporting sustainable operational improvements and enhancing team engagement during periods of organizational change.
 - **Designed and executed strategic planning processes** that enabled leadership teams to align business goals with operational execution, providing clear visibility into performance metrics and resource utilization.
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Personal Insight

Judith believes in leading with clarity, kindness, and curiosity, creating environments where people can thrive while driving meaningful results

Contact Info / Website / LinkedIn

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