# Tracy A.Wehringer

MOONSHOT
Strategy

Fractional CMO

"In this moment, the marketing world has been fundamentally changed by the rapid advancement of technology that centers on a unique marketing intersection where our brands, our segments, technology and data all converge.
Today, we, as marketers allow us to sit in the middle of that convergence, where we leverage creativity, technology, data, cross-disciplinary thinking, and next-generation storytelling to help us engage with prospects and customers on a personalized basis AT THEIR TIME."

-Tracy A. Wehringer

Tracy A. Wehringer – Revenue Accelerator

CAREER HIGHLIGHTS
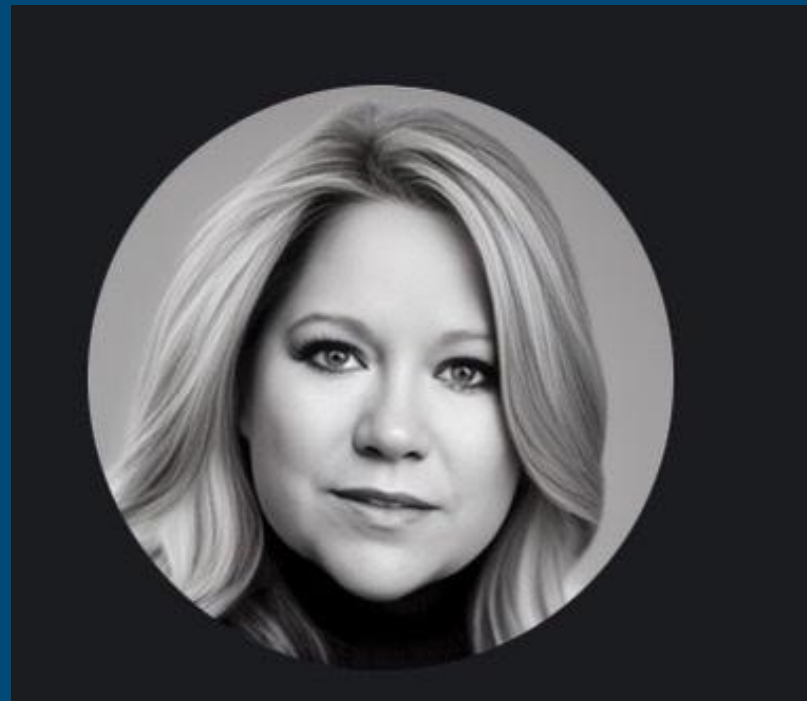
I have held senior level marketing titles within several SMB and global enterprise companies during my career. In addition, I am a Fractional CMO and provide positive strategic outcomes. My passion is to enable clients the strategic path to Revenue Marketing. Expertise: Revenue Marketing, Strategic Digital Marketing, Digital CX, Business Transformation, KPIs, Functional Alignment and Six Sigma. Named Pardot "Top 30 Global B2B Marketer" in 2018.

CONTACT

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SPECIALTIES

Global Business Transformation
Marketing Structure Design
Global Marketing Operations
Digital Marketing Strategy
KPI Strategy

CERTIFICATIONS

Six Sigma Green Belt Revenue Marketing
AI for Everyone (Andrew Ng)
Jasper.ai

FUN FACT

I have been to 48 states and 32 US national parks. Grand Tetons NP and Denali NP are two of my favorites.

EXPERIENCE

Years in Marketing: 25
Years in Technology: 20
Years as a Board Member: 5
Years as a CMO: 5

Revenue Marketing Center of Excellence

Transforming marketing from a cost center to a repeatable, predictable and scalable (RPS) revenue machine through digital transformation and the acceleration of customer centricity.

My Approach to Goal Realization

My approach combines best of class capabilities with agile management to help you achieve measurable outcomes.

DEFINE: Vision Goals (KPIs)
DISCOVER: Organizational Capabilities
- Strategy
  - Revenue Marketing Innovation
- Customer Engagement
  - Customer Centricity
  - Brand, Content Strategy, Single View
- People
  - Talent Management
  - Stakeholder Alignment
  - Marketing, Sales and Operations Alignment
- Revenue Operations
  - Marketing and Sales Operations
  - Funnel Management
  - Reporting and Analytics
- Data and Technology
  - Holistic Architecture
  - Data Management and Governance
  - Emerging Technology
  - GenAI, ML, and DL

DESIGN: Strategic Roadmap
- Capabilities
- Prioritize by Revenue Impact
- Identify Milestones
- Document Roadmap
- Secure Stakeholder Agreement
DEVELOP: Transformational Success Factors
- Assign Accountability
- Build Communication Plan
- Establish KPIs
DEPLOY: Project Execution
- Discover, Design, Build, Test, Train, Deploy, Optimize
DEMONSTRATE:
- Outcomes, Value

GenAI, ML and DL – Current and Future State

1. Revolutionizing Marketing with AI

2. Enhancing Creativity and Productivity

3. Data-Driven Insights for Optimization

4. Personalization at Scale

5. Maintaining Quality and Consistency

6. Cost Efficiency and ROI

7. Navigating AI Challenges with Human Oversight

8. Strategic AI Integration Process

9. Human-AI Synergy for Deeper Engagement

10. Continuous Learning and Adaptation

My Value: **Strategy** to **Execution**

Strategic Vision
- KPI Strategy
- Digital Transformation
- Customer Experience
- Decision-Support and Visualization
- Data Strategy
- Demand Generation
  - ROI
  - Response and Lead Mgmt.
  - GTM and Segments
  - Precision and Growth Marketing
  - ABM
  - Benchmarking
- Centers of Excellence
- Business Process Optimization

Technology Understanding
- Selection
- Implementation
- Architecture
- Integrations
- Segmentation and Personalization
- Marketing Automation & CRM
- Multi/Omni Channel Experiences
- Migration & Optimization
- GenAI, ML, and DL
- Advisory and On-Demand Expertise

Talent Management
- Skills and Competency
- Recruitment, Retention & Reskilling
- Career Pathing – Team and Self
- Networking/Influence
- Culture

Execution Management
- Managed Services
- Marketing Operations Administration
- Multi-Channel Campaign Strategy
- Content Strategy & Operations
- Multi-Channel Campaign Design, Execution, Reporting and Optimization
- Staff and FTE Augmentation
- Analytics and Insights

Achievements

- **Tech Integration Excellence**: Successfully integrated Salesforce, Pardot, and Five9 within six months, developing an advanced automated lead nurturing system. This innovation led to a significant increase in timely and relevant customer engagement, resulting in a **79.16%** surge in net-new revenue growth.

- **Customer Retention Mastery**: Implemented advanced communication automation in Salesforce, achieving a remarkable 93% customer retention rate.

- **Data Strategy Innovator**: Led a comprehensive data hygiene and enhancement project, increasing targeted data accuracy and usability by **62.65%.**

- **Lead Optimization Specialist**: Developed and implemented lead scoring and grading strategies, which boosted marketing qualified leads by **67%.**

- **Sales Funnel Efficiency**: Reduced the sales funnel duration dramatically from **6.3 months to just 1.7 months**, enhancing overall sales efficiency.

- **Exceptional Marketing ROI**: Achieved a groundbreaking Marketing Return on Investment (MROI) of **597%**, a performance validated by the company's financial controller.

- **Quality & Cost Efficiency Advocate**: As a key member of the Six Sigma quality team, contributed to realizing cost savings of over **$24 million in a single year.**
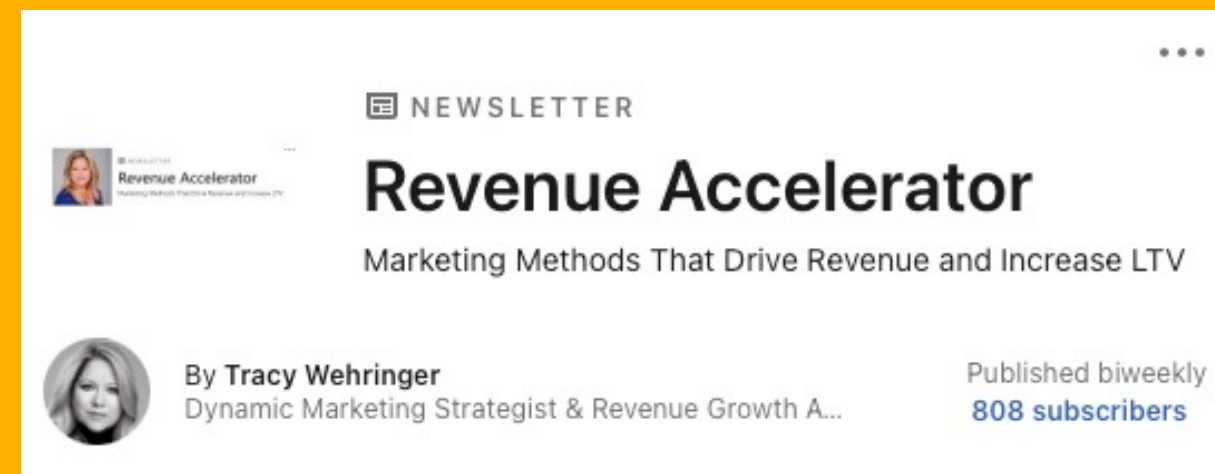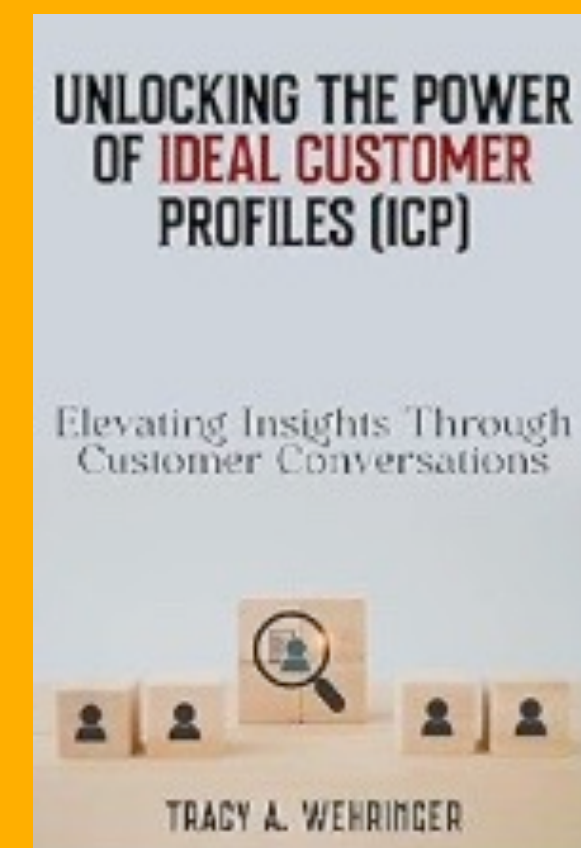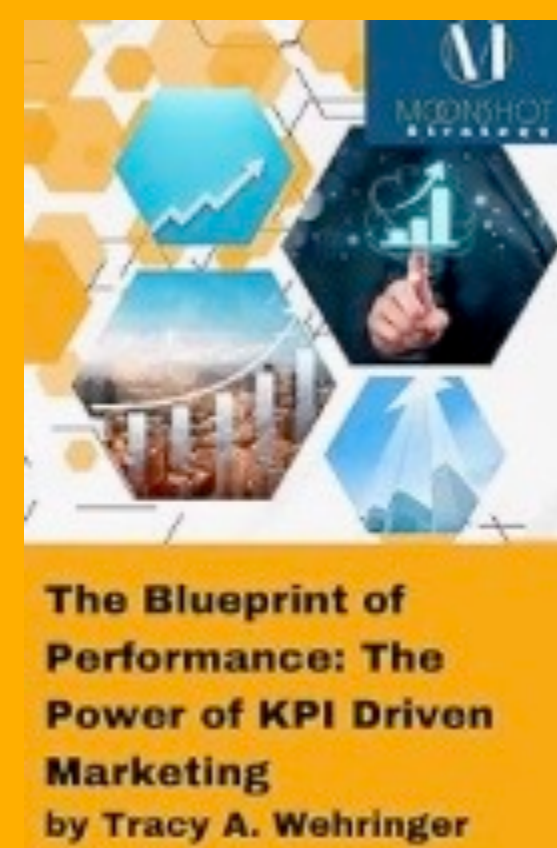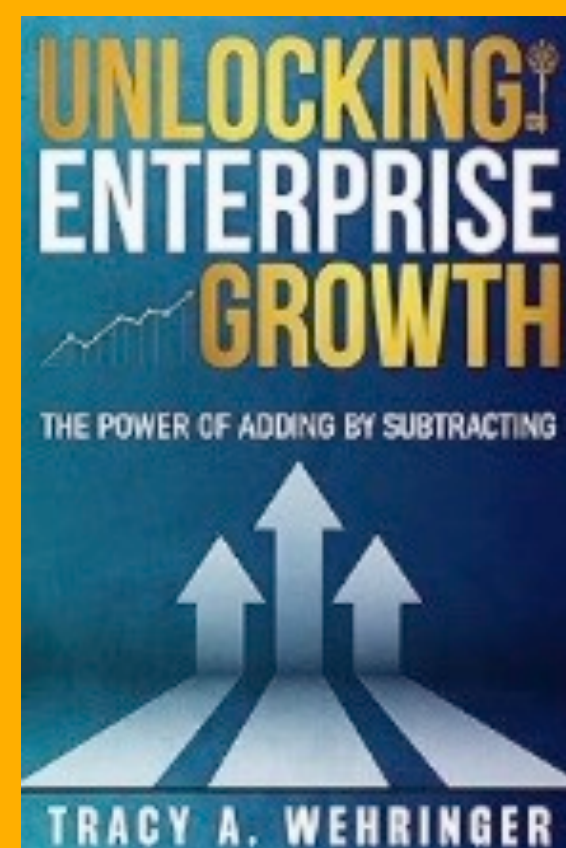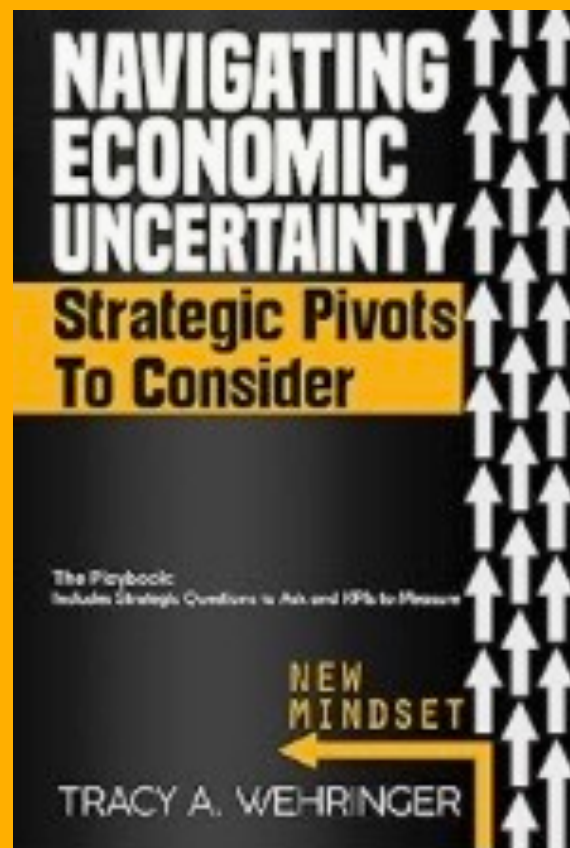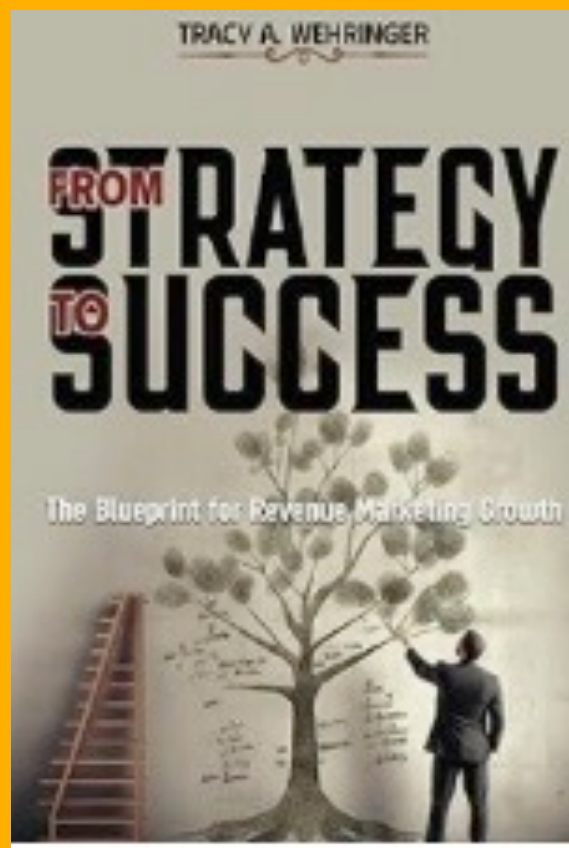
Strategic eBooks and Newsletter

Self - published books available on Amazon
Revenue Accelerator Newsletter on LinkedIn

Thank you!

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