

MOONSHOT-STRATEGY

# Tracy A. Wehringer, MBA

Fractional Chief Marketing Officer

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Revenue Marketing | Ask Engine Optimization | CRM Strategy



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*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 leverage creativity, technology, data, cross-disciplinary thinking, and next-generation storytelling to engage with prospects and customers on a personalized basis, at their time.*

**— Tracy A. Wehringer, MBA**

# Tracy A. Wehringer, MBA

Revenue Accelerator | Fractional CMO | GenAEO Creator

## CAREER HIGHLIGHTS

Senior-level marketing leadership across SMB and global enterprise companies. Fractional CMO providing strategic revenue marketing outcomes for 16+ years. Creator of the GenAEO (Ask Engine Optimization) methodology. Named Salesforce "Top 30 Global B2B Marketer." Expertise: Revenue Marketing, Digital Transformation, CRM Architecture, Business Transformation, KPIs, Functional Alignment, Six Sigma, and AI-Forward Operations.

**25+** Years in Marketing

**20** Years in Technology

**16+** Years as Fractional CMO

**6** Years as CMO

**5** Years as Board Member

## CERTIFICATIONS

Six Sigma Green Belt | MBA | AI for Everyone | Revenue Marketing

PROVEN RESULTS

# Results with Tracy A. Wehringer

597%

**Marketing ROI**

Controller-validated

93%

**Customer Retention**

Salesforce automation

79%

**Net-New Revenue Growth**

Tech integration

67%

**Growth in MQLs**

Lead scoring strategy

62.65%

**Data Optimization**

Hygiene and enhancement

\$24M+

**Six Sigma Savings**

Total cost of failure

**Sales Funnel Efficiency: 6.3 months → 1.7 months**

# Center of Excellence

## FUNNEL - CENTRIC

Inquiries

MQL

SAL

SQL

Close

## CUSTOMER - CENTRIC

### ACQUISITION

Unaware → Aware → Consideration →  
Evaluation → Decision

### EXPANSION

Onboard → Adoption → Value Realization  
→ Loyalty → Advocacy

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

## METHODOLOGY

# My Approach to Goal Realization

Best-of-class capabilities with agile management to achieve measurable outcomes.

01

### DEFINE

Vision Goals (KPIs)

02

### DISCOVER

Organizational Capabilities

03

### DESIGN

Strategic Roadmap

04

### DEVELOP

Success Factors

05

### DEPLOY

Project Execution

06

### DEMONSTRATE

Outcomes and Value

# Strategy to Execution

## Strategic Vision

KPI Strategy, Digital Transformation, CX, Decision-Support, Data Strategy, Demand Gen, ABM, Centers of Excellence

## Technology

Selection, Implementation, Architecture, Integrations, Marketing Automation, CRM, Omni-Channel, GenAI/ML/DL

## Execution

Managed Services, Marketing Ops, Multi-Channel Campaigns, Content Strategy, Analytics and Insights

## Talent

Skills and Competency, Recruitment and Retention, Career Pathing, Culture, Networking and Influence

PROPRIETARY METHODOLOGY

# Ask Engine Optimization (AEO)

*Be the answer when AI assistants are asked about your industry.*

Traditional search volume is projected to drop 25% by 2026.  
AI-powered answers are the future of discovery.

## Structured Data

Schema markup that tells AI what you offer, when you're open, and where you are.

## Conversational FAQs

Content written the way people ask questions, so AI pulls direct answers.

## AI-Readable Content

Business info formatted for machine comprehension, not just human browsing.

## Multi-Platform Sync

Consistent data across Google, Apple, Bing, Yelp, and AI knowledge bases.

Optimized for: [ChatGPT](#) | [Siri](#) | [Alexa](#) | [Google AI Overviews](#) | [Perplexity](#) | [Claude](#)

# Thank you.

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