

# FRACTIONAL MARKETING LEADERSHIP



## for Companies That Need Marketing to Perform

Dave Harrell Marketing Consulting | Based in Raleigh, NC | Available Nationwide

### WHAT I DO

I operate as a fractional Head of Marketing / CMO for organizations that need senior marketing leadership without the overhead of a full-time executive.

My role is to design, run, and harden marketing systems—aligning strategy, execution, and reporting to real business outcomes. Not campaigns for their own sake. Not activity without accountability.

Marketing should drive growth, clarity, and confidence at the leadership level.

### WHO I WORK WITH

#### This is a strong fit if:

- You're a CEO, founder, or senior operator who owns growth
- Marketing matters to revenue, not just brand or activity
- You need clearer priorities, better execution, and real accountability
- You want senior judgment embedded, not an agency managing tasks

#### This is not a fit if:

- You're looking for project-only execution
- You want someone to “just run campaigns”
- You primarily need design, content, or ad buying support
- You already have strong in-house marketing leadership

### MY ROLE

#### When I'm engaged, I am responsible for:

- Setting marketing priorities tied to business goals
- Designing and overseeing campaign systems, not one-offs
- Aligning marketing with sales, leadership, and operations
- Establishing clear reporting, metrics, and decision cadence
- Improving efficiency without sacrificing effectiveness
- Building internal capability so results compound over time

### HOW I OPERATE

#### Strategy and execution are a single system.

- Decisions are made with data, experience, and judgment
- Marketing is evaluated on contribution, not activity
- Tools (including AI) are used to accelerate outcomes – not to replace thinking
- Simplicity and repeatability beat novelty

**Marketing should be easier to run, not more complex.**

# WHAT CLIENTS GET



## WHAT CHANGES WHEN I AM INVOLVED

### Clients typically experience:

- Clear marketing priorities tied to revenue
- Stronger coordination between marketing and sales
- Better use of budget and internal resources
- Reporting that supports decisions—not vanity metrics
- Leadership confidence in what marketing is doing and why

### Engagement Model:

- Fractional leadership, not project work
- Ongoing partnership, not one-off campaigns
- Scoped for depth, continuity, and accountability
- Designed to reduce agency dependency—not add to it

## MARKETING BECOMES A SYSTEM THE BUSINESS CAN RELY ON

### WHAT MAKES THIS DIFFERENT

- You work directly with a senior operator
- Strategy and execution are not separated
- AI and tooling are assumed, not advertised
- Decisions are made with long-term system health in mind
- The goal is durable performance, not short-term activity

### SEE A RECENT CASE STUDY



### ABOUT DAVE

Dave Harrell is a senior marketing leader with 20+ years of experience building and operating marketing functions across technology, healthcare, professional services, and B2B organizations.

He has served in executive marketing roles at companies including Lenovo, Cisco, Blue Cross NC, and FMI, and now works as a fractional Head of Marketing for organizations that need senior leadership without the overhead of a full-time CMO.

His work brings clarity, accountability, and momentum to marketing—turning scattered efforts into systems leadership can rely on.



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