Growth XLerator Fractional Chief Product Officer

In today's fast-moving software landscape, companies often face product challenges that outpace their internal capabilities. Whether you're in early-stage growth, scaling, or undergoing digital transformation, the experience of Growth XLerator's Fractional Chief Product Officer (CPO) can provide the strategic leadership you need—without the overhead of a full-time hire.

The Challenges We Solve

- Lack of Clear Product Strategy – Your team is building—but are you building the right things?
- Misalignment Across Teams – Silos between Product, Tech, and Sales are slowing progress.
- Underperforming Product Teams – Low accountability, vague priorities, and scattered focus.
- Delivery Bottlenecks – You're wearing too many hats and need strategic product leadership.
- No Time for Strategic Thinking – You're reacting instead of leading.
- Unclear Market Presence- Don't have strong enough market exposure and messaging clarity
- Poor Differentiation- Product and messaging are not giving you clear advantage

Fractional CPO Service

√ Product Strategy & Vision – Clarity on what you're building and why.
√ Product Roadmap & Portfolio Management – Prioritized initiatives aligned with KPIs.
√ Cross-Functional Team Alignment – Break down silos and create shared focus.
√ Hiring, Coaching & Capability Assessment – Build and level-up your product organization.
√ Process Optimization – Introduce modern product development practices.
√ Customer and Market Insight Synthesis – Turn feedback into roadmap decisions.
√ Leadership at the Right Altitude – Vision + execution—not one without the other.

Why Growth XLerator

When you work with Growth XLerator, you're not buying a framework.
You're buying **experience that will deliver a market product strategy and execution** designed to unlock growth.

You're buying 20+ years of doing this at scale:

- Led **$1B+ in revenue** at IBM
- Took a sub $20M acquisition to **$100M in under 2 years**
- Led a startup scale from $4M to a **$400M valuation**
- Built new markets worth **$3B+** in categories like APIs, mobile, RPA, iPaaS, Automation, Apps
- Turned a declining business into a **Magic Quadrant leader** with 10%+ YoY growth

The Engagement

Here's what we do—fast and together:

🧠 **Analyze your product and the market**
We look at the product, your messaging—and dig into how your product is actually landing with customers.

📊 **We benchmark you**
Against your competitors. Against your market. Against what buyers want.

📝 **We build the strategy and product plan**
Establishing a roadmap and how it will be delivered.

🤝 **We launch it with you**
This isn't a handoff. We collaborate. We iterate. We get your team aligned behind a launch that wins.

For Software CEOs Who Want Growth