

Jeffrey L. Scheiman

Strategic Advisor | Fractional CMO | Media Executive

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Professional Biography

Jeffrey Scheiman is a business acceleration strategist who bridges the gap between high-level corporate objectives and the storytelling engines required to achieve them. With over 35 years of experience, Jeff has evolved from a master media producer into a Fractional Chief Marketing Officer and Growth Advisor, helping billion-dollar brands and emerging enterprises alike scale their revenue through content-led strategy.

Currently, Jeff serves as a Managing Partner at **Kensington Hill Media**, the media consulting arm of Kensington Hill Partners. In this capacity, he acts as an architect for business development, leveraging his background in visual storytelling to drive acceleration and growth for client portfolios.

Jeff's unique value proposition is his ability to operate as a "Portfolio CMO." He currently serves as the Chief Marketing Officer for three distinct organizations:

- **LavaFire Technologies:** Leading marketing for this tech entity and its hospitality sub-brand, **Havana Savannah**.
- **International Greenscapes:** Directing strategy for the commercial biophilic industry leaders **Naturemaker**, **Plantworks**, and **Treescapes**.
- **Wigal Management Group:** Driving brand visibility for medical innovators **DesignerTies** and **Braces By You**.

This strategic diversity is built on the foundation of **SOS Media Group**, the content creation company Jeff founded and continues to lead. Through SOS, Jeff realized early on that video and content were not just creative deliverables, but critical business levers. He has partnered with industry giants like **M/I Homes**, **Victoria's Secret**, **Safe Auto**, and **DHL Supply Chain** to drive measurable volume and valuation.

Jeff's career is defined by his versatility. He has prepared brands like **Express** and **Abercrombie & Fitch** for IPOs, served as Interim President for the **Columbus College of Art & Design**, and produced independent films and documentaries.

A graduate of Boston University's School of Public Communication, Jeff combines the agility of a producer with the fiscal discipline of a C-level executive. He transforms marketing departments from cost centers into revenue generators, proving that the right story, told the right way, is the ultimate business asset.