

# TURNING MARKETING INTO A STRATEGIC, REVENUE-DRIVING GROWTH SYSTEM

## MAXIMIZING BUDGET AND STAYING AHEAD OF THE COMPETITION.

Marketing should be more than just an expense - it should be a strategic, revenue-driving engine for growth. I help AEC firms transform their marketing into a high-performing system by aligning strategy, budget, and execution to maximize ROI. Through expert leadership, coaching, and proven frameworks, I empower firms to stay ahead of the competition and turn marketing into a true business asset.



### HALF DAY STRATEGY SESSION BUILD A ROADMAP

- Deep dive into your marketing strategy to provide a clear direction using the Functional Marketing Framework®
- Delivery includes an immediate marketing punch list detailing blind spots and marketing initiatives for the next 1-6 months
- Two-week preparatory period
- 4-hour strategy session to gain clarity on direction, needs and goals



### MARKETING ALIGNMENT FRAMEWORK 3-STEPS TO A STRONG FOUNDATION

1. Comprehensive marketing assessment ensuring all marketing activities support your business goals
2. Strategic resource allocation plan, a roadmap to maximize your ROI
3. Leadership alignment session to ensure leadership is fully aligned with and ready to support the marketing strategy



### FRACTIONAL CMO ENGAGED STRATEGY & LEADERSHIP

- Win more work and grow strategically with executive level expertise
- Cost-effective marketing leadership
- Comprehensive marketing strategy
- Team leadership and development
- Process and budget optimization



### COACHING & MENTORSHIP FOR MARKETING LEADERS

- Customized plan designed around your needs
- Regular 1:1s providing actionable insights, feedback, and confidential space to discuss leadership roadblocks
- Access to frameworks, templates, and proven strategies to help you reach your goals

I bring executive-level marketing leadership with deep AEC industry expertise, a proven track record of scaling teams and driving revenue, and a coaching approach that empowers firms to sustain long-term growth, not just execute short-term tactics.

