



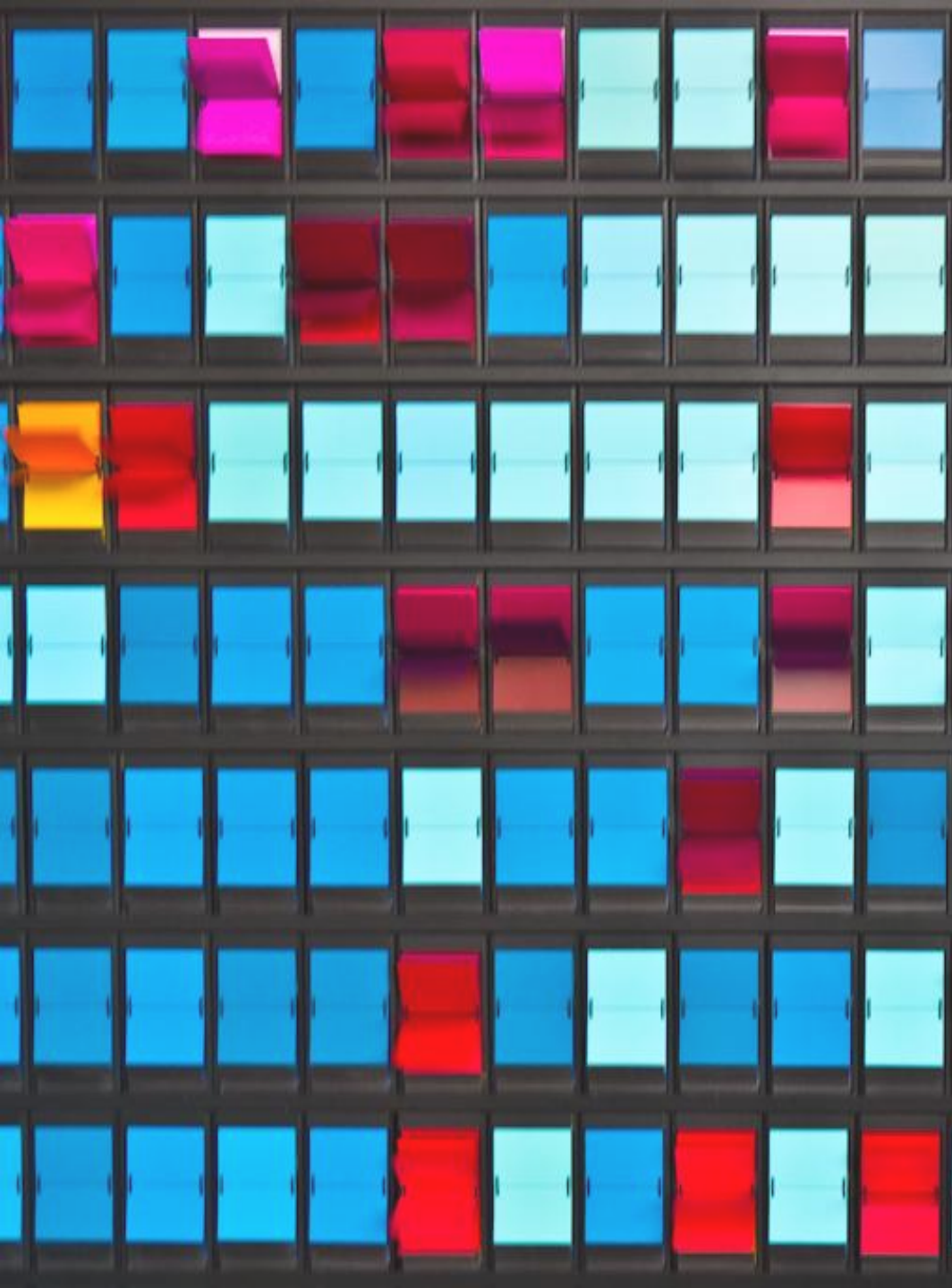
# SIMONE BURKE

## Embedded Brand, Marketing & Growth Operator

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Integrated, high-impact support from a CPG leader  
with media, innovation and entertainment roots.





# Built by a Marketer, for Marketers.

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High-impact, insights-led strategic support,  
addressing real pain points and underserved needs.

Formerly a brand operator and portfolio lead at a Fortune 500 CPG company, I now work independently with select businesses and brands as an embedded marketing specialist, strategist, growth partner, or fractional leader — delivering the integrated support, solutions and services that marketers and brand teams truly need.






# About Me • Visionary Brand Builder, Strategist & GM with 15 Years of Experience

**I'm a seasoned brand leader, strategic operator and GM with 15 years of experience in brand management, marketing, innovation and storytelling and an MBA from Stanford Graduate School of Business.**

My work spans CPG, beverage alcohol, tech, and entertainment - I've grown, scaled and revitalized premium lifestyle brands and mass-market powerhouses within a Fortune 500, advised venture-backed and recently acquired startups, held leader-operator-creative residencies in family-run media companies, and co-founded an award-winning digital strategy and content studio.

My foundation includes 8 years in CPG brand management at Constellation Brands, preceded and complemented by 7 years in media and entertainment where I built *Saturday Night Live's* digital business from the ground up and led creative and story development for numerous TV and digital series. Bridged by an MBA from Stanford Graduate School of Business, my career arc uniquely positions me to unlock value across industries and deliver both marketing excellence and commercial success.

Today, I help businesses, brands, and the people behind them define their difference, move with purpose, and deliver results through practical engagement models rooted in insights and experience, an operating model built for agility, speed, and exponential impact, and adaptable services that address chronic pain points and deliver the support that marketers and brand teams need most.




**Proven Record** scaling founder-led lifestyle brands, revitalizing category icons, growing disruptors into Category leaders and developing breakthrough innovations with full P&L ownership.

- Co-founded *Above Average* – a leading digital-native content marketing and branded integration platform.,
- Repositioned SVEDKA Vodka for acquisition and led its post-sale divestiture transition.
- Revitalized Constellation Brands' largest wine brand (\$300M), launched the most successful campaign in its 40-year history
- Developed and launched over 40 new CPG products.



**Executive Experience**  
within venture-backed startups and a Fortune 500



**Top 25% of MBA Class**  
at Stanford Graduate School of Business



**Extensive Network**  
of experts & leaders across industries and functions





# Engagement Models · How I Work With Businesses, Brands & Marketing Teams

## Leave Backfill & Hiring Lag Coverage

*Senior-level coverage, seamlessly integrated from end-to-end to protect your teams and bottom line.*

Senior-level strategic, operational, and executional reinforcement that keeps the business and the people behind it moving forward and drives results when your team is down a player.

- Protect against burnout
- Reduce exposure
- Maintain momentum
- Keep workstreams progressing
- No handholding required

See Appendix for Additional Detail  
Slide 16

## Fractional Leadership

*Embedded CMO/GM leadership through transitions, transformations, and key inflection points.*

Hands-on leadership and seasoned strategic insight delivered with energy, empathy and confidence as a business scales, transitions from viability to durability, or evolves strategy for its next phase of growth.

- Orient organization around sharp, durable center of gravity.
- Build clarity, impart structure, drive alignment, and guide teams

## Project-Based Strategic Support

*Fast, flexible, high-impact strategic and executional services.*

Customized consulting and special project support built for impact and speed: bring me a question you need answered or problem you need solved or select from my service list and tailor as needed.

- Customizable
- Built for agility, speed, and impact
- Does what traditional consulting & agency models can't or don't do
- Grounded in real experience as a brand leader, marketer and GM

See Appendix for Service List  
Slide 13-14

## Step-Up Training & Coaching

*Structured support for internal talent stretching into new roles and responsibilities.*

Through skills trainings, ramp up coaching and ongoing mentorship, I set your internal talent up for success taking on stretch roles and responsibilities and when teams are short staffed, under-resourced or spread thin.

- Add bandwidth without headcount
- Provide a security net to your organization
- Equip rising talent with clarity and confidence
- Deliver guidance, a sounding board, and a safe space when the learning curve is steep and the stakes are high

See Appendix for Credentials  
Slide 16



# Areas of Expertise • Where I Can Create & Add Value



## Brand and Business Strategy

***Designing strategy as an operating system for growth and building distinctive, relevant brands that differentiate and endure.***

I work with businesses and brands to define a vision and shape multi-year business, brand, channel and product strategies that align purpose and positioning with growth objectives, guide decision-making across teams and time horizons, and deliver near-term results while unlocking long-term value.

Through an integrated set of decisions about where to play and how to win for the long haul – from architecture to pricing, portfolio strategy, market mapping, and long-range planning – I position businesses and brands to play differently and profitably for the long haul, evolve ahead of the market, and be noticed and chosen again and again.



## Brand and Product Marketing

***Turning strategy into demand by partnering with cross-functional and creative teams to develop consumer-led, insights-driven storytelling, campaigns, and go-to-market plans that resonate with consumers' core values, address their tensions and needs, and deliver real value.***

From culture-shaping campaigns and velocity-driving seasonal trade programs to eye-catching assets and carefully crafted messaging, I build marketing as an ownable, measurable competitive advantage. My work is anchored in insights, shaped for clarity, relevance and meaningful connection, and designed to hold at every touchpoint – increasing awareness, growing relevance, unlocking penetration and driving conversion to deliver immediate results while building equity for long-term success.



## Data Analysis and Strategic Insight

***Translating performance data, consumer insights, market research and stakeholder interviews into digestible insights and actionable plans for performing like a category leader and spending like a CFO.***

I scrub and scrutinize quantitative and qualitative data to reveal what's working and what's not, decide what to do next, and explain how the recommended action (or inaction) will impact the bottom line – whether allocating investment or evaluating creative.

Whether modeling CAC or ROI, assessing campaign performance, interpreting P&L signals, or evaluating and prioritizing customer segments, I work to connect the dots between numbers, behavior, and opportunity to identify and understand the *'what?'* and *'why?'* behind each outcome, and build increasingly efficient and effective marketing and trade programs from the learnings.



## Revitalizations, Rebrands and Refreshes

***Rebuilding relevance, changing minds and making brands matter again in shifting consumer, culture and category landscapes – without losing their core.***

From repositioning and shaping SVEDKA Vodka into an attractive acquisition target to restoring Woodbridge by Robert Mondavi's leadership as the #3 US Wine Brand, I have a proven record architecting and leading cross-functional teams through complex, high-stakes evolutions from initial leadership recommendation through flawlessly executed in-market rollout.

Following a proven progressive approach, I assess every equity and element of the business or brand – from persona to packaging, product mix and P&L – to pinpoint issue(s) and opportunities, calibrate the scope and chart a roadmap to relevance. Setting expectations and following a disciplined path dotted with leadership check-ins at key milestones to reaffirm alignment and build belief along the way, I help brands lean into what works, rethink what doesn't – putting them on track to restore trust, rebuild connection, and reignite performance while keeping key gatekeepers and stakeholders bought in, engaged, aligned and excited from concept to commercialization.



## Creative Development and Execution

***Creating content that engages, connects and converts, I brief like a strategist, generate ideas like a creative, and lead production with the skill, speed and efficiency of a showrunner – because I've been all three.***

Before fully transitioning to brand management, I held creative residencies at several production companies, created one of YouTube's most successful branded content channels and led development and production for numerous original TV series from end-to-end as writer and producer and the leader and manager of both a creative and a leader of creative teams.

My unique ability to move fluidly between strategy and storytelling gives me an unchallenged advantage: creatives want me in the room because I've been one myself. I know how to effectively brief, collaborate with, and deliver feedback that inspires them while ensuring insights are embedded into every decision. The result: ideas that land the first time and campaigns that move culture and numbers alike with fewer revisions and faster approvals.

From developing the big idea or extending a campaign into seasonal programs, to writing briefs evaluating creative, tweaking copy, generating taglines, advising on casting, location, wardrobe and propping, or providing a keen eye on set, I can own or plug in the creative process at any point in to provide, structure, inspiration, extra firepower, fresh eyes, or an expert, outside-in POV.



## Growth Strategy and Marketing

***Leveraging data, insights to identify, prioritize and pull growth levers, drive topline results and deliver sustainable, profitable growth.***

From creating loops that continuously fill and fuel the funnel, to expanding into new markets or extracting more value from existing channels, I identify, assess, prioritize and help realize opportunities to expand reach and appeal, bring in new buyers, drive incrementality with existing buyers.



## Innovation and New Product Development

***Conceptualizing, creating and commercializing products that are rooted in real consumer needs and market opportunity, fill white space gaps where you have equity, permission to play or a right to win, broaden your reach and appeal, and deliver incrementality.***

I shepherd the NPD process from whiteboard to shelf with a blend of creativity, commercial discipline and cross-functional leadership. Putting the consumer first and engineering each element against his/her job-to-be-done, I treat every touchpoint from packaging to pricing as lever of demand, ground each choice in insights and data, and communicate the what and why behind each decision to my team to keep us holding hands and moving forward with a solution-oriented mindset.

Having developed and brought countless products to market across CPG, tech and entertainment, I have deep experience down to the details – naming and trademarking to packaging, pricing, volume forecasting, sales enablement and launch planning – regularly plugging into active workstreams to assist with a singular element, experience gap or pain point along the way.



# What Sets Me Apart • Rare Range & Repeat Success

My career arc – including my latest role as GM and acting Head of Brand over a \$300M portfolio at Constellation Brands – has shaped a rare blend of strategic and creative vision, analytical rigor, operational excellence, and entrepreneurial drive. This multidimensional perspective uniquely positions me to unlock value across industries and deliver both marketing excellence and commercial success.



## Rare Range

- **15 years of experience** and cross-functional leadership across brand, marketing, strategy, innovation, storytelling, and general management.
- **Cross-category** expertise spanning CPG, wine, spirits, entertainment, media, leisure, and lifestyle.
- **Executive** roles in a Fortune 500, a venture-backed startup, and a private, family-owned business; practiced navigating politics and red tape.
- **Founder experience** from all sides – as a founder, reporting to a founder, and as the post-acquisition leader of a brand with founders still actively involved.
- **Fluent in both corporate and creative** cultures; proven poet-quant.
  - 8 years in big CPG brand management; end-to-end ownership over \$1-300M+ wine, spirits & RTD brands with full P&L and GM responsibilities.
  - 7 years in entertainment as a creative strategist, writer, producer, showrunner and leader of creative teams and departments.
  - Top 25% of MBA class at Stanford Graduate School of Business; Arbuckle Leadership Fellow, STEM Tutor, *Business of Humor* (MKTG 346) course contributor.
- Led brands across **all lifecycle stages and budget ranges** spanning <\$1M to \$20M+ with end-to-end ownership.
  - Revitalized former powerhouses, scaled challengers, and transitioned brands through acquisitions.
  - Oversaw all aspects of the business from product development to pricing, packaging, and advertising; accountable for commercial and financial outcomes.
  - Drove demand in highly-regulated environments and complex, omnichannel marketplaces and distribution system.



## Founder/Creator DNA

- **Low-ego, high-agency** operator and ‘grab an oar’ leader with the polish of big CPG, the scrappiness of a startup, and a powerful creative competitive advantage.
- **15+ years of experience** developing and elevating founders, early-to-mid career professionals, cross-functional partners, peers and MBA students across corporate, academic, and team settings – known for leading with energy, empathy, and clarity.
- **Adaptable** to lean teams, remote or hybrid setups, matrixed organizations and fast-moving environments.
- **Customizable** services and flexible short-, medium- or long-term engagement models as a fractional executive or project-based partner.
- **Fit-first approach** offering optional, pressure-free ‘pre-boarding’ sessions to confirm fit with team, culture and assignment before you commit.





## Revitalizing a Category Icon

*Developed and launched the most successful brand platform and marketing campaign in Woodbridge Wines' 40-year history.*

Restored Category outperformance by making the heritage brand relevant with A21-49 buyers without alienating its core A50+ audience.

### Key Results

- ⬆ Conversion +**31%** among A21-49 Target and +**9%** among A50+ Core<sup>1</sup>
- ⬆ Cultural Relevance +**21%**<sup>1</sup>
- ⬆ Social Relevance +**20%**<sup>1</sup>
- ⬆ Personal Relevance +**11%**<sup>1</sup>
- ⬆ NPS Score +**2.5pts**<sup>1</sup>
- ⬆ #1 Retail Velocity among top Popular wine brands<sup>2</sup>
- ⬆ #1 CLV among top Popular wine brands<sup>2</sup>
- ⬆ #1 AOV among top Popular wine brands<sup>2</sup>

### Also Ask Me About...

- Evolving consumer segmentation and growth target strategy → *increased retention +11% increase while bringing in over 3 million new buyers in Y1*
- Auditing and reshaping sponsorship strategy → *improved ROI, regained lost merch share and increased sales lift via promo +6%*

SOURCES | 1 | YouGov Brand Health Tracking | 2 | IRI Panel; Total US – All Outlets





## Elevating a stigma-ridden mass brand through successful acquisition (2025 sale to Sazerac).

*Led 70+ member cross-functional team through end-to-end repositioning and transformation of SVEDKA Vodka; concurrently restored market outperformance and overdelivered FY25 AOP.*

- **Portfolio Strategy** reshaped for fit, focus and profitable growth
  - New Sub-Brand: The Martini Collection by SVEDKA
    - White space opportunity in relevant, fast-growing sector where brand had awareness, permission to play, and reasons to believe
  - Modernized Sub-Brand: SVEDKA Flavors » The Flavor Collection
    - Optimized flavor assortment via SKU Rat & NPD
- **Packaging Transformation** increased perceived quality while reducing COGS
  - 50+ SKUs, 9 formats | +7.8pt GP% impact | +17% Purchase Intent lift
- **RTM Strategy** enabled clean, timely in-market rollout without stockouts, drift or obsolescence
- New **Brand Platform, Omnichannel Marketing Campaign** and **360 GTM Plan** engaged core buyers while driving relevance with and shifting perceptions among growth target
- **Stakeholder & Gatekeeper Engagement** early and often – continuously managed up, down, and sideways to sustain buy-in, fuel momentum, and compound excitement among sales, distributors, retailers, trade

**Projected to increase annual revenue +24% and gross margin +11.6bps by FY30 by building relevance and equity, broadening shoulders through innovation, optimizing unit economics, and shifting the mix.**



FROM



TO



# Recommendations · “Nothing short of game changing.” – Professor Jennifer Aaker, Stanford Graduate School of Business

*“Your contributions were defining.”*

– Professor Jennifer Aaker

re: contribution to curriculum and learning agenda for new marketing course at Stanford Graduate School of Business



## Danielle Nash

Senior Brand Manager at Constellation Brands

April 8, 2025, Danielle reported directly to Simone

Simone hired and managed me at Constellation Brands. To say that she was the MVP of our brand management department would be a huge understatement. Simone is widely regarded as a creative marketing genius, immensely talented general manager and analytical thinker, not to mention an incredible mentor and colleague. Simone was constantly going out of her way to give back to our team by walking us through models she created or provide crash course sessions on data analysis. As a manager, Simone was my champion and advocate. She pushed me to take on stretch assignments that allowed me to grow yet was always there as a sounding board and support structure. Any organization would benefit greatly from having Simone on their team in the future.



## Rohini Gupta

Brand Management at Constellation Brands Wine and Spirits

April 11, 2025, Rohini worked with Simone on the same team

I had the pleasure to work with Simone at Constellation Brands in brand marketing.

She has been a powerful influence running some of the toughest and most complicated brands like Svedka, Woodbridge and Robert Mondavi Private Selection with perfection. Truly exemplifies what it means to be a brand owner leveraging her expertise in breaking down complex data to inform strategies. I would seek her out for education and advice on how to approach problems and Simone always made time to support her colleagues when needed.



## Ashley Croker

Sr. Brand Manager at Constellation Brands

March 13, 2025, Ashley reported directly to Simone

Simone is a leader for the entire brand marketing department, respectfully challenging thinking and processes to improve department efficiency. She is always willing to lead trainings on internal processes, data sources and share templates that she developed. Simone has been instrumental in helping me develop stronger business acumen and I couldn't be more grateful.

Simone's contributions to SVEDKA have been transformative and I am confident we wouldn't have gotten there without her vision. Her unwavering commitment to excellence and her ability to inspire those around her make Simone an exceptional leader and a true asset.



Let's get started!

Reach out to schedule a free exploratory conversation, ask questions, request an estimate, or discuss an engagement.

**call:** 781-223-7767

**email:** [simonejburke@gmail.com](mailto:simonejburke@gmail.com)

**visit:** [www.simonejburke.com](http://www.simonejburke.com)

**connect:** [www.linkedin.com/in/simonejburke](http://www.linkedin.com/in/simonejburke)

**location:** based in San Francisco but available for remote work nationwide

**Let's move you and your teams *from this...***

*"I'm drowning in work that isn't mine."*

*"We're stuck until we hire someone."*

*"Our agency keeps missing the mark."*

*"I don't have time to manage someone new."*

*"Everyone's exhausted, and it's showing."*

**... to this.**

"I finally have someone I can trust to handle this."

"We're moving forward while we hire."

"This actually makes sense for our business."

"She came in ready and delivered flawlessly."

"We're supported, and it feels lighter."





# APPENDIX



When you need someone who knows what they're doing to evaluate the situation, lay out your options, build a plan, and make you look great.

## Custom Engagements

You bring a business question, I'll find the answer.

### PRIOR ENGAGEMENT EXAMPLES:

- Why isn't our new distribution channel generating sales? How do I fix it?
- How should we adjust our email marketing strategy/creative to increase open rate, CTR, conversion and decrease bounce and unsubscribes?
- Which DMAs should I prioritize when allocating marketing investment, in what order, and why?
- I want to synthesize the results from several trial offers I've tested into an optimal singular offer. Which one should I choose, or should I create a hybrid (and, if yes, what would it be)? What are the potential tradeoffs and implications of each way forward?
- I'm breaking through with my growth target but losing core buyers as a result. How should I adjust my approach (targeting, creative, etc.) to bring in new buyers without alienating my core?
- What actionable insights can we gather from customer reviews and ratings across retail websites and social platforms?
- What is the measurable impact/ROI of our experiential marketing program?
- Which tactics are driving the most & highest value customers to my site? How do their visitors differ (demographics, conversion, site behavior)?
- How can I leverage my loyalty program to improve my marketing and innovation/product pipeline?

## Signature Project-Based Offerings

See next slide for detailed descriptions.

### STRATEGIC FOUNDATIONS

- Brand or Business Audit
- Data & Insights Analysis
- Foundational Strategy Sprint
- Innovation Opportunity Scan & NPD Pipeline Development
- Launch, Commercialization & Sales Enablement
- Risks and Opportunities Analysis

### CREATIVE DEVELOPMENT & EXECUTION

- Agency RFP and Selection Support
- Creative Strategy and Briefing
- Creative Production Piloting or Co-Piloting

### PERFORMANCE & GROWTH

- Ecommerce Experience Audit
- Funnel Forensics
- Marketing ROI Pulse Check
- Performance Diagnosis and Action Plan
- Repeat & Retention Driver Analysis
- Revitalization, Repositioning or Refresh Roadmap

Learn more on my website at  
[www.simonejburke.com/strategic-projects](http://www.simonejburke.com/strategic-projects)

BRAND & BUSINESS FOUNDATIONS

Brand or Business Audit	Comprehensive evaluation of positioning, presence, performance and perception over time.
Data & Insight Analysis	Qual &/or quant (sales, research, reviews, etc) analysis and summary of findings, business implications & recommendations.
Foundational Strategy Sprint	Defining or sharpening your strategic foundation: positioning, values, personality, architecture & consumer target.
Innovation Scan & NPD Kickoff	Landscape review, consumer tension/JTBD mapping, and concept starters to guide development for your next product, pack format, or platform aligned to brand positioning and category dynamics.
GTM & Sales Enablement	Strategic sell-in toolkits, merch/shelf standards and educational assets for new product, campaign, market & channel launches.
Risks & Opportunities Analysis	A forward-looking scan of category dynamics, consumer trends, and competitive activity, and implication overview.

CREATIVE SERVICES

Agency RFP & Selection Support	Impartial support assessing and selecting creative, strategic or other agencies – from pitch facilitation, to brief writing, scorecard development, presentation evaluation, and SOW review.
Creative Strategy & Briefing	Insight identification, brief development, and creative and cross-functional kickoff support.
Production Co-Piloting	Expert advisory through – or at any distinct point during – development or production: on set, assessing concepts and deliverables, or making key visual decisions (cast, location, wardrobe, propping, etc.).

PERFORMANCE & GROWTH

E-Comm Experience Enhancement	Evaluation of messaging, structure, and product pages and recommended optimizations to against what you want shoppers to see, feel, and do at key digital decision points.
Funnel Forensics	Identification of and strategies to address frictions and opportunities in your marketing and/or DTC funnel.
Growth Roadmap Development	Market mapping, white space identification, opportunity sizing, and recommended sequencing, resourcing & KPIs across levers.
Marketing ROI Analysis	Evaluation of mix and ROI by channel/tactic to determine effectiveness and guide future investment decisions.
Performance Diagnostic & Action Plan	Analysis-to-action diagnosis of sales and marketing drivers and drags and delivery of a pragmatic roadmap to restore health and performance.
Repeat & Retention Analysis	Deep dive into repeat purchase to identify, understand and address underperforming products, learn who is and is not coming back, when and how often, and which levers are driving retention.
Revitalization, Refresh, or Repositioning Roadmap	Evaluation of when, how, and why your brand lost its relevance, what's working and what needs to change, and guidance for refitting your brand to category, consumers and culture shifts.

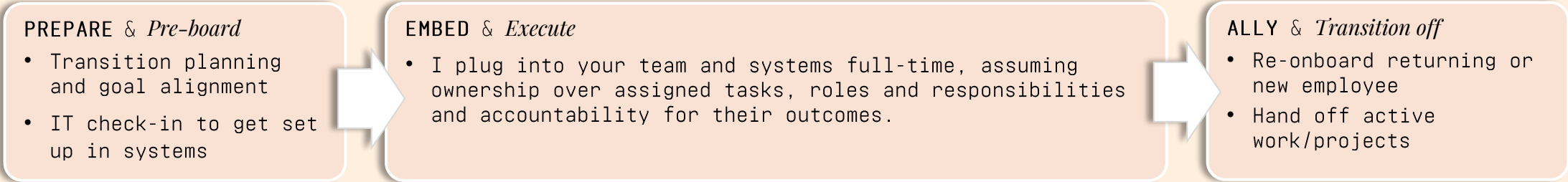


**83% of workers burn out while covering work for vacant roles and absent team members, *but...***  
When companies provide structured support, productivity climbs +65%, retention increases +80%, and morale jumps +37%.

With the average time to fill senior marketing roles now exceeding 3 months, leave requests increasing 62% year over year, and burnout at a new high, the need for reliable coverage for staffing shortages has never been more urgent. Yet, most companies lack a dependable solution when gaps arise. The impact is both immediate and lasting: felt in real time through project delays and drops in work quality and innovative thinking, and long term through ripple effects from lowered morale, overstretched bandwidth and stalled talent development.

**PreLief™ is pre-planned backfill for Director and VP vacancies that protects performance, retention, momentum and morale and prevents burnout when employees are on leave or roles are left open during extended hiring processes.**

**How It Works**



A proven strategy for maintaining performance and morale when teams are down a player, PreLief™ can also be leveraged to add expert firepower during periods of heavy activity or high growth when workload increases beyond capacity. By relieving strain on bandwidth and destressing the system, this application of PreLief™ enables you to operate at full potential – keeping teams and top performers from becoming overloaded and overwhelmed so work doesn’t slow or suffer when it matters most.

Elevating talent into a stretch role creates a rich development and exposure opportunity while helping stretched, under-resourced, or short-staffed teams stay afloat. Through tailored 1:1 trainings and progressive coaching, I set rising talent up for success - equipping and empowering managers and individual contributors with the skills, clarity and confidence they need to operate at a higher level independently and sustainably and providing a security net to your organization from end-to-end.

Preparation Phase

EVALUATE

- Discovery with manager
- Skills assessment
- Ramp-up planning

➔

Implementation Phase

TRAIN

- 1:1 skills gap trainings
- Ramp-up coaching

➔

COACH

- High-touch 1:1 coaching
- Deliverable kickoff & review sessions

➔

MENTOR

- As-needed mentorship



I bring deep passion and 15+ years of experience developing, enabling and empowering talent to every engagement - providing a safe space, sounding board, leadership lens when the stakes are high, the learning curve is steep, and support is scarce.

MY QUALIFICATIONS

- **15+ years of experience** developing and elevating founders, early-to-mid career professionals, cross-functional partners, peers and MBA students across corporate, academic, and team settings.
  - Trained and practiced in 1:1 and team coaching.
  - Successfully elevated numerous individual contributors to manager and senior manager levels.
  - Held regular data analysis, financial modeling and P&L management trainings for brand and cross-functional teams at Constellation Brands.
- **Graduate tutor and curriculum contributor** in quantitative and behavioral science and STEM coursework at Stanford Graduate School of Business (GSB).
- **Coach and mentor** for several formal corporate and academic programs: BRGs, Case Competitions, Intern Cohorts, Stanford GSB Leadership Fellow.



# My Story

Real Problems  
With No Clear Solution



As a brand leader, marketer, and GM, I found myself and my colleagues facing two major pain points time and again:

- Lack of coverage during employee leave, long recruiting processes, and hiring freezes.
- Lack of fast, flexible, cost-efficient consulting and strategic support for special projects.

The former left us strained and struggling from absorbing incremental roles and responsibilities. The latter left us overspending on bloated agency and consulting teams with generic services, rigid SOWs and slow turnaround.

I launched this business to address these unmet needs and relieve these tensions – filling a critical white space for marketing and brand management teams.

I offer high-impact strategic support through 4 distinct engagement models – each an experience-informed solution to an onerous recurring challenge or critical gap that traditional hiring models, agencies, consultancies don't address.

- Pre-Lief™ Leave Backfill & Gap Coverage
- Fractional Leadership
- Project-Based Strategic Support
- Step-Up Training & Coaching

Grounded in first-hand insights and customizable to your needs, budgets and timelines, my integrated approach delivers expert, high-touch leader-operator support, alleviates stress and strain, increases productivity, engagement and morale, maximizes the utility of your resources, and enables businesses, brands and the people within them to function and perform at their highest level through high pressure moments.



# Made to Move the Needle.

- **By a marketer, for marketers.**

Grounded in 15 years of experience; built to defuse the challenges that slow teams down and stretch them thin.

- **Solves for real, recurring pain points and material but underserved needs.**

Fills the critical gaps traditional agency, consultancy and hiring models don't address.

- **Lean, flexible, and fast.**

Customizable engagement models and services built for speed, impact & efficiency.

- **Strategic and executional.**

Seamlessly integrated to lift pressure and add real value with precision and practice.

## THE STATUS QUO

### **Lack of coverage during employee leave and other extended absences.**

- Stretched teams
- Drop in morale
- Project delays
- Innovation attrition
- Quality degradation

### **Limbo during long hiring processes and org charts evolutions.**

- Stalled progress
- Unfilled gaps

### **Contractors who require oversight, management and hand-holding.**

- Inconsistent quality/results
- Risk of fit with the team or the work
- Adds work for those who need relief
- May pause or stunt team development

### **Traditional agency & consulting models.**

- Slow
- Extraneous, rigid or generic services
- Inflexible and/or superfluous SOWs
- Bloated teams
- Strategy without executional support

## MY APPROACH & IMPACT

### **Expert leader-operator backfill, seamlessly integrated from end-to-end.**

- ✓ Prevents burnout & retention issues
- ✓ Protects morale
- ✓ Maintains timelines and momentum
- ✓ Removes risk to quality of work

### **Fractional leadership while you hire or reorg.**

- ✓ Progresses thinking
- ✓ Sustains momentum and productivity
- ✓ Buys you time

### **Pre-vetted senior-level operator who can own, drive, deliver *and* develop talent.**

- ✓ Elevates output
- ✓ Assures fit via pre-vetting process
- ✓ Protects leaders' time and bandwidth
- ✓ Continues team development

### **Flexible, transparent end-to-end support.**

- ✓ Fast-moving, shorter time-to-value
- ✓ Fit to your needs & ways of working
- ✓ More relevant outputs
- ✓ No wasted motion or money
- ✓ Strategic and executional