

Gail Winslow: Getting to Know Me

I'm a senior marketing and communications leader passionate about building clarity, alignment, and momentum inside organizations whose priorities are navigating growth, change, or complexity. For nearly three decades, I've helped executives, boards, and cross-functional teams turn strategy into actions with measurable results.

My work sits at the intersection of **strategy, storytelling, and organizational behavior**. Whether I'm leading a full marketing and communications function, shaping a brand narrative for a major transaction, or building the systems and processes that help teams operate with confidence, I bring a steady hand, a clear point of view, and a bias toward progress.

Today, I partner with organizations in two ways:

- **Fractional Leadership:** For companies that need senior-level expertise without adding headcount, I step in as a fractional leader (typically at the VP level) to stabilize teams, elevate strategy, and accelerate execution. I'm especially effective in environments where the work is complex, the stakes are high, and leaders need someone who can quickly diagnose what's missing and plan for what's next while they work through the hiring process.
 - ***Considering a Fractional Arrangement?*** *I solve problems quickly. I am Lean certified and I unearth root cause to address the systemic underlying issues. I bring to the table nearly 30 years of expertise across a variety of settings which means, this likely isn't my first rodeo.*
- **Full-Time Consideration:** I'm also open to the right full-time opportunity, one where I can shape the marketing and communications engine, strengthen culture, and help an organization grow with intention. I thrive in roles where I can partner closely with the executive team, build trust across the organization, and create clarity in moments of change.
 - ***Check out my website for examples of my portfolio and my full employment experience.***

What you'll notice working with me is simple:

I listen deeply. I ask the questions others don't. I make the complex understandable. And I help people feel confident moving forward, even when the path isn't fully defined. Outside of work, I'm someone who values curiosity, community, and continual reinvention. I believe great leadership is equal parts competence and humanity, and I bring both to every engagement. If you're looking for a leader who can step in quickly, elevate the work, and help your organization move faster with more clarity, let's talk.

My Leadership Philosophy

- Consistently I hear from colleagues I have a calming presence. I seek to understand and genuinely want others to be successful. If I'm making you look good, I feel good. I remind teams in great periods of change and transformation, control what you can and let others worry about the rest.

My “Why”

- My father owned his own engineering company, whose legacy is still resilient and thriving to this day. I looked up to the way he built others up, created long-lasting relationships that in some cases turned into deeply engaged personal friendships and always operated with the client’s best interest at heart. When I launched my career, I had a mentor who instilled in me the mantra, “*serve not sold, involved not told.*” Between my father and my mentor, these drive my why.

The Human Side of Me

I’m endlessly curious about how people work — what motivates them, what frustrates them, and what helps them move with more confidence. That curiosity shows up in how I lead: I listen closely, I ask thoughtful questions, and I try to understand the whole system before I recommend a path forward.

I value relationships built on trust, clarity, and mutual respect. People who work with me often say I bring a sense of calm to complex situations and that I make it easier for teams to breathe, focus, and move forward. I’m someone who shows up prepared, stays steady under pressure, and genuinely cares about the people doing the work.

My Differentiators

What sets me apart from other senior marketing and communications leaders is my ability to quickly diagnose what’s really happening inside an organization, the dynamics, the gaps, the unspoken friction, and translate that into a clear, actionable plan. My superpower is creating clarity in high-stakes environments where the work is complex, the expectations are high, and the path forward isn’t obvious.

The through-line across my career is simple: I help organizations communicate with purpose, operate with alignment, and move through change with confidence. Whether I’m building a marketing engine, shaping a narrative for a major transaction, or stabilizing a team in transition, I bring structure, empathy, and momentum.

Outside of Work

When I’m not helping organizations find clarity, you’ll usually find me outside enjoying Florida life with my golden retriever, my cat, and my husband, or catching up with our four young adult kids. I’ve recently fallen in love with needlepointing, I’ll never say no to a travel opportunity, and I’m a golfer who plays for the joy of it, not the scorecard. I’m a reader of historical fiction and biographies, a lover of music, and someone who always has a series queued up (right now it’s *House of the Dragon*, *Slow Horses*, and *Project Runway*). I’m also the kind of person who teaches myself new tricks just for fun, including AI, and I’m currently studying for my CCMP because I genuinely enjoy stretching my brain.