

MODERNIZING A MID-SIZED MARKETING FUNCTION

Strategic thinking and leadership in action.

The Challenge

Analysis revealed significant challenges within the existing marketing function:

- **Fragmented messaging:** Inconsistent communication across all channels.
- **No scalable processes:** Manual and ad-hoc workflows hindering efficiency.
- **No lead growth:** Stagnant or declining lead generation.
- **No data integrity:** Unreliable and incomplete marketing data.
- **No sales alignment:** Disconnect between marketing efforts and sales objectives.
- **Event-heavy, low ROI:** Over-reliance on events with poor returns.
- **No ICPs, personas, or scoring:** Lack of defined target audiences and lead qualification.
- **Website not optimized for growth:** Underutilization of the website as a lead generation tool.

Mandate

Position company for future acquisition: modernize, align, and scale marketing function.

Growth Engine Framework

Implemented a comprehensive Growth Engine Framework encompassing:

- Messaging mastery
- Sales enablement engine
- Persona-driven campaigns
- SEO + digital optimization
- Lead generation + scoring
- Cross-functional collaboration models
- Technology modernization
- Governance + workflow discipline
- KPIs + dashboards

The Operating Model Designed

The modernized operating model included:

1. **Process improvements:** Workflow mapping, streamlined conference approvals, and the implementation of comprehensive dashboards.
2. **Talent development:** Establishing role clarity, facilitating cross-training initiatives, and defining clear career pathways.
3. **Technology modernization:** Integration of automation tools, advanced SEO platforms, and a robust project management system.
4. **Engagement strategies:** A diversified approach including optimized events, targeted content marketing, digital campaigns, and strategic partnerships.
5. **Governance:** Implementation of an intake system to effectively prioritize and decline non-strategic work, ensuring focus.
6. **Persona & ICP development:** Conducting in-depth customer point-of-view research and gathering Total Addressable Market (TAM) insights.

The Results

Company acquired 22 months later for \$20M.

www.mclstrategies.com

© 2026 MCL Strategies. All Rights Reserved.

Disclaimer: The materials presented here are de-identified examples of work I contributed to in prior roles or contract assignments. All proprietary information, confidential data, or employer-specific details have been removed or generalized. These samples are provided solely to demonstrate my professional capabilities, strategic approach, and creative problem-solving.