

The background is a dark, industrial scene featuring robotic arms and car parts. In the top right corner, there is a smaller, brightly lit inset image showing a car body on an assembly line.

# Accelerate Your Growth Through Marketing

March 2025

# Executive Summary

The Electrification Of Mobility, Artificial Intelligence, Digital Transformation, Lightweighting, 3D Printing, Smart Factories, Sustainability, Supply Chain Disruptions, CleanTech...

These trends are drastically changing the revenue models, the profitability profile, and business operations for companies.

More than ever, companies need to increase the effectiveness of their Marketing efforts.

They need to quickly & effectively connect with the right customer, and to communicate in the customer's terms their unique value proposition.

However, most organizations do not have the time, money and/or resources for an in house best-in-class marketing function.



# Our Purpose

Our purpose is to provide “Best in Class” marketing strategies & programs to growth-oriented Organizations, who sell to other companies, so they can connect effectively and in a meaningful way with their target customers.... All at a fraction of the cost.

# How Can We Accelerate Your Growth?



Strategy

Advisor  
Marketing  
Strategy  
Development



Process

Define  
Marketing  
Process  
Improve  
Marketing  
Process



Augment

Increase  
Bandwidth of  
Marketing  
Team  
Fill specific  
gap in  
Marketing  
Team



Projects

Project  
Based  
Delivery  
Complete or  
Portions of  
Marketing  
Initiatives



# What is a Fractional CMO?



# Why Do Organizations Use Fractional CMOs?



Need access to high-caliber talent



Require fully customized marketing services



Want Flexibility to scale up or down



Have evolving marketing needs



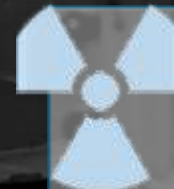
Require shorter onboarding, faster impact to sales



Need Objective Prioritization



Want access to Modern Marketing Concepts



Want a low-risk resource

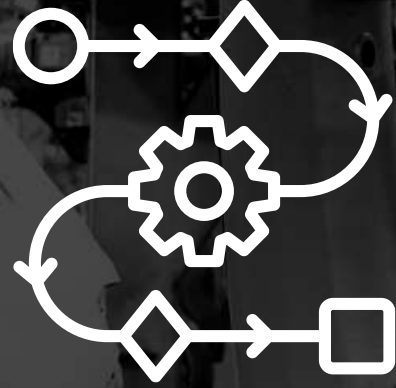


# What Are The Engagement Models With A Fractional CMO?



## Consulting

- Advising on Marketing Tools
- Defining optimum Marketing Strategy
- Defining Go To Market Plan
- Update Personas & Buyer's Journey
- Performing 80/20 Analysis



## Process Definition & Optimization

- Marketing Strategy Development
- Go To Market Planning
- Growth Prioritization
- KPI Definition & Dashboarding



## Team Extension

- Augment your existing Marketing Team
- Lead Digital Marketing
- Increase / Decrease Time Allocation



## Project Delivery

- End to End Delivery
- Comprehensive & Regular Project Reporting
- KPI Dashboarding



# Why Chose Us For Your Fractional CMO?

## Sense of Urgency



- Agile & adaptable marketing programs
- Quick engagement for quick decisions & actions

## Personalized Engagement



- Collaboration centered in Trust, Respect, Empathy
- Open & Proactive Communication
- Active Stakeholder expectation management
- Focus on frugality & value creation

## Organization-specific Solutions



- SW, HW and/or Services solution marketing programs
- Industry and/or Product Marketing
- Ability to Create Content in 4 languages, including Spanish

## Executable Strategies



- Go to Market planning & execution experience in NA, EU & AP
- Experienced Project Manager
- Dashboarding of Goals & KPIs
- Practical application of Lean & 80/20 principles

## Industry & Functional Expertise



- End to End B2B Marketing experience - from strategy development, to go to market planning, activation, to dashboarding KPIs
- 16+ years of global marketing experience
- 20+ years experience in Automotive & Manufacturing





# What Are The Problems We Solve?



# What Are Some of The Services We Offer?



## Market & Customer Understanding

- Market Trends
- Growth Drivers
- Headwinds & Tailwinds
- SWOT Analysis
- Competitive Assessment
- Buyer's Journey Definition
- Persona Definition & Prioritization
- Market Research
- 80/20 Analysis Customer Base

## Strategic Planning & Execution

- Marketing Strategy
- Go to Market Planning & Execution
- Marketing Execution Objective & KPIs
- Marketing Performance Dashboarding
- Root Cause & Countermeasures
- Marketing Project Management
- Lead Organizational Transformation

## Customer Engagement & Acquisition

- Marketing Campaign Definition & Management
- Digital Marketing
- Content Creation
- Brand Strategy & Management
- Sales Enablement
- Value Proposition
- Positioning

## Customer Relationship Management (CRM) & Measurement

- CRM Management & Optimization
- Dashboarding, Analytics & Insights
- Customer Segmentation



# Who are the Key Customers We've Worked with\*?

\*list excludes Startups under NDA



# What Have Customers Accomplished With Our Support?



## Vehicle OEMs

- >\$0.41 billion YoY revenue increase
- 68% reduction in dealership POS without revenue reduction



## Sub Assembly Suppliers

- >\$17.4 million revenue growth in FY
- >10.2% CAGR (3 years) revenue growth
- >\$0.11 billion YoY global revenue growth



## Startups

- <9 months for complete Product Market Fit
- <2 week for complete Series A Pitch Decks



## Component Suppliers

- >\$3.1M new business revenue
- >21.1 % CAGR (3 year) revenue growth
- >4.1% global market share increase in 2 years





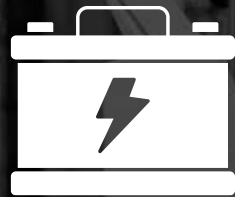
# What Are Our Focus Sectors?



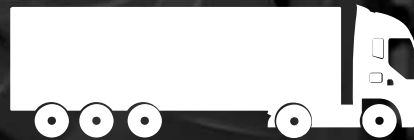
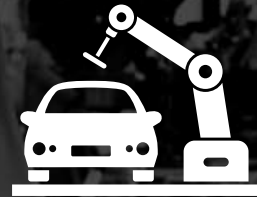
## Components



## Sub-Assemblies



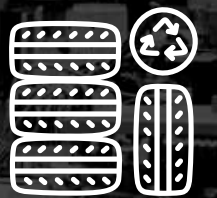
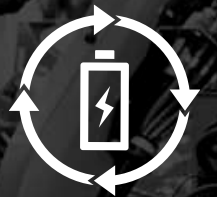
## Vehicle



## Services



## Component Recycling





# Thank You!



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