

How to Engage a Fractional CMO to

Scale Internal Marketing Teams

Hiring more people won't solve marketing pain point. Building the right structure, skills, and systems will.



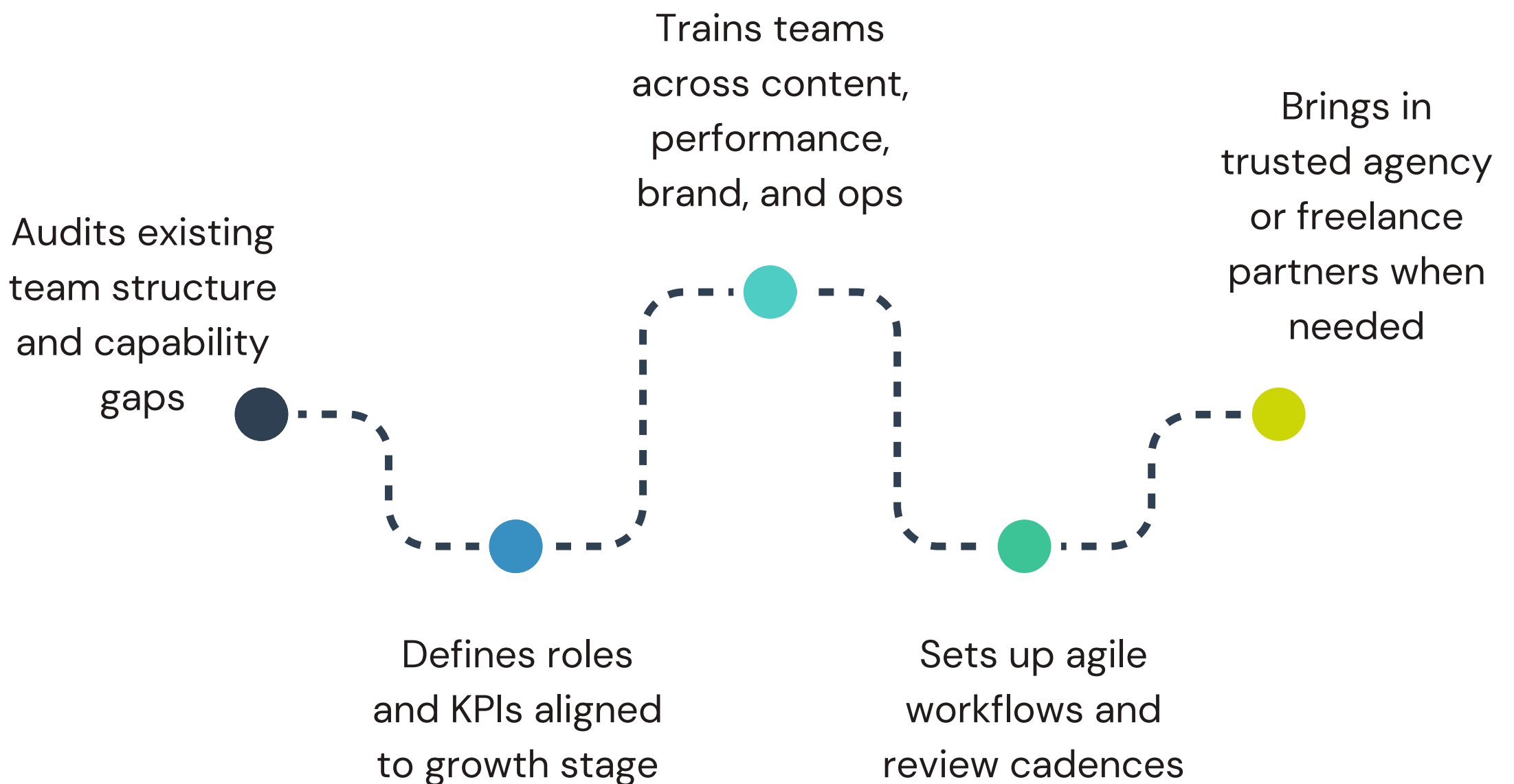
Common Growing Pains in Marketing Teams

- ✗ No clear roles or accountability
- ✗ Team is busy, but outcomes are unclear
- ✗ Agencies do most of the heavy lifting
- ✗ In-house skills don't match business goals
- ✗ No framework for hiring, mentoring, or scaling
- ✗ Leadership is firefighting, not coaching

I've often stepped in when founders or marketing leads were overwhelmed and unsure how to build a high-performing team from within.



Where a Fractional CMO Adds Value



I've helped multiple startups, small to mid-size companies to move from outsourced, scattered teams to lean internal squads driving focused ROI results.



What a Fractional CMO Does to Scale Teams

- Maps org chart based on growth goals (0→1, 1→10, 10→100)
- Defines skill sets needed vs current bench strength
- Sets OKRs and performance scorecards for each role
- Onboards new hires, agencies, and vendors with clarity
- Establishes team rituals: reviews, retros, planning
- Coaches junior marketers to grow into confident leaders



What You Can Expect



In past roles, I've transformed marketing from a cost center into a self-sustaining growth engine by empowering the right people with the right playbooks.



When to Engage a Fractional CMO to Scale Teams

- When your team is overloaded or underperforming
- If you're unsure whom to hire next (or why)
- When agencies are driving strategy instead of your team
- If you want to retain talent and build marketing leadership
- When you need operational clarity, not just more resources



A Real-World Example

A Series A startup had 1 content person, 3 agencies, and no internal strategy.

After engaging a Fractional CMO:

- ✓ Org structure was redesigned with core marketing roles
- ✓ Junior marketers were coached and upskilled
- ✓ OKRs were rolled out across functions
- ✓ Founder time spent on marketing dropped by 70%



Let's talk about how a **Fractional CMO** can help you scale a high-impact marketing team—without the growing pains.



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