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The World's #1 Fractional CxO Directory



Exploring the world of fractional employment with GigX

xplore

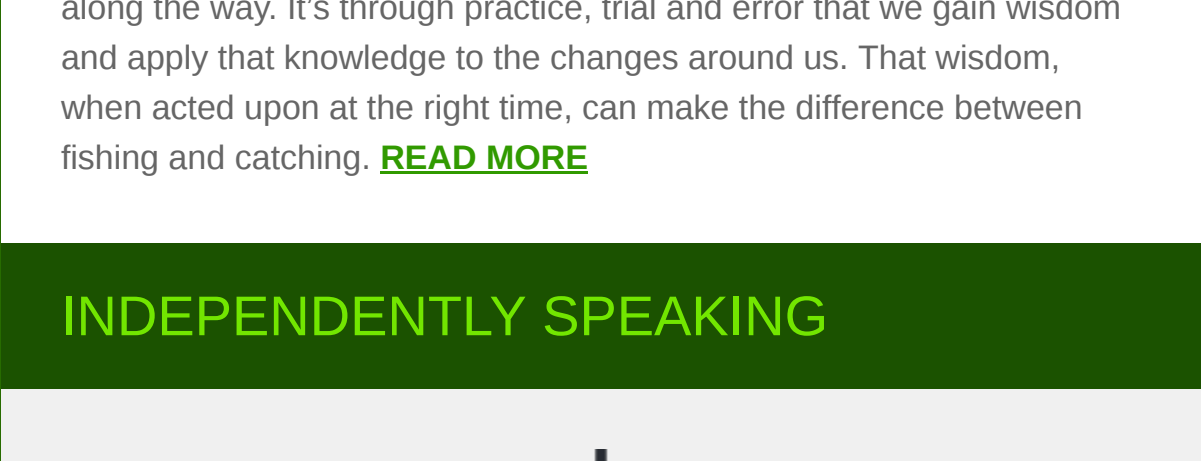
In this issue of Xplore: Issue 4

- Blog Worthy:** What Does Fishing Have to Do With Business Success Post-COVID-19?
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BLOG WORTHY

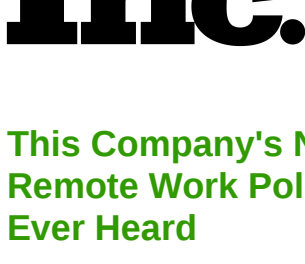
What Does Fishing Have to Do With Business Success Post-COVID-19?



In fishing as in business, there are signs and lessons to be learned along the way. It's through practice, trial and error that we gain wisdom and apply that knowledge to the changes around us. That wisdom, when acted upon at the right time, can make the difference between fishing and catching. [READ MORE](#)

INDEPENDENTLY SPEAKING

Current articles on independent leadership, the Gig Economy, and fractional employment




This Company's New 2-Sentence Remote Work Policy Is the Best I've Ever Heard

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THE X FACTOR



David Urman

[MEMBER PROFILE](#)

Fractional Chief Revenue Officer

For what type of companies have you performed Fractional CxO work?

DAVID: I've worked fractionally for consumer product brands, life sciences companies, and medical device companies.

How are your fractional engagements typically structured, in terms of the number of days you work and the length of the engagement?

DAVID: It really depends on the company's needs and the nature of services. For legal services, it's hourly. For business development/sales, I typically work on a retainer with specific KPI's. For longer term relationships I love to share in the upside--it benefits all parties to share a stake in the outcome.

What draws you to fractional / independent work?

DAVID: I enjoy the stimulation of being faced with new problems and new players in a business puzzle. It's also great to step into an environment and offer a fresh perspective - I have not been in the forest for a time. Finally, different organizations require distinct skill sets from me. I love joining a team and utilizing a different aspect of my training for the benefit of each partner I work with.

THE COMPANY WE KEEP

Our GigX members are affiliated with some of the most recognizable and revered academic institutions and companies in the world




Charn Pennewaert

[MEMBER PROFILE](#)

Fractional Chief Executive Officer at Media Stream Marketing, LLC

Acting as interim Chief Operating Officer for an emerging wellness solutions company, I was in charge of operations and marketing. The firm was originally a technology-based company and was trying to create a brand that united their independent resources, one of which was their connections with wellness brands and top influencers.

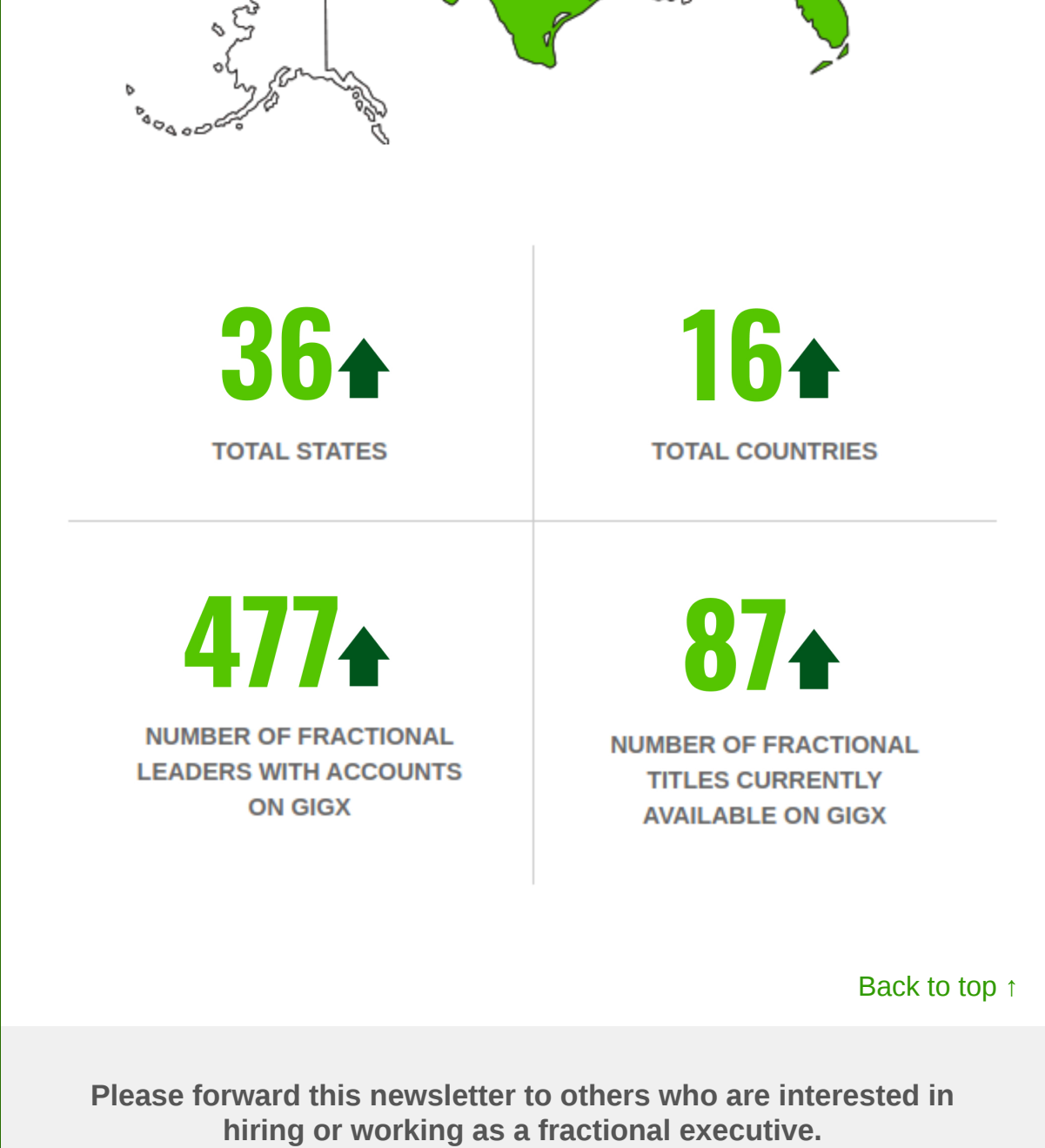
Over the course of development, I identified that their brand concept was confusing and helped them refocus and identify their brand with their design team. I worked alongside the Co-Founders to put together a strategic business plan and developed a distribution model for wellness products, in addition to aligning them with top organic CBD/health supplements and innovative wellness systems to form successful partnerships that helped grow the revenue streams by 40%. Working alongside the technology team, I helped design a sleek new website, activated social media management, boosted SEO through press releases on PRnewswire, and planned a series of successful online and live events.

Finally, I coordinated the hiring and training of sales representatives for the wellness products and services, and helped identify top CRM (customer relationship management) systems and tools that would help track sales and maintain professional communication among the sales representatives.

Through my six months of leadership, the wellness company was able to take advantage of my operational and marketing experience which helped them reduce their marketing and business development budget by 60% and now have a better vision to continue their business growth.

DO THE MATH

Here's a current snapshot of GigX:



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Please forward this newsletter to others who are interested in hiring or working as a fractional executive.

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