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GIGX The World's #1 Fractional CxO Directory

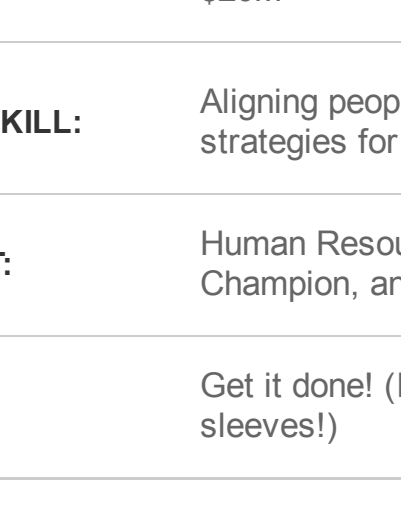


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[JOIN GIGX](#)

MEMBER SPOTLIGHT



Jeanette Winters

Fractional Chief Human Resources Officer
GIGX MEMBER SINCE: 2019

Jeanette is a distinguished CHRO with global experience, ranging from Fortune 500 companies to start-ups.

EMPLOYEES OVERSEEN: 1,700+

BUDGET OVERSEEN: \$20M+

SECRET BUSINESS SKILL: Aligning people and company strategies for growth

FRACTIONAL TALENT: Human Resources, Culture Champion, and Executive Coaching

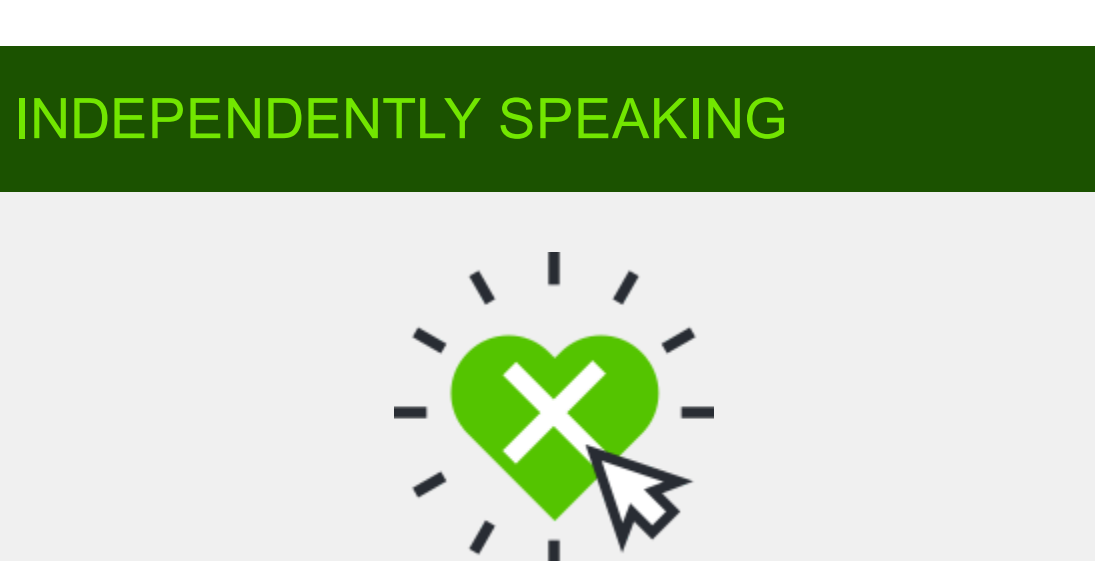
OFFICE PERSONA: Get it done! (I love to roll-up my sleeves!)

[MEMBER PROFILE](#)

BLOG WORTHY

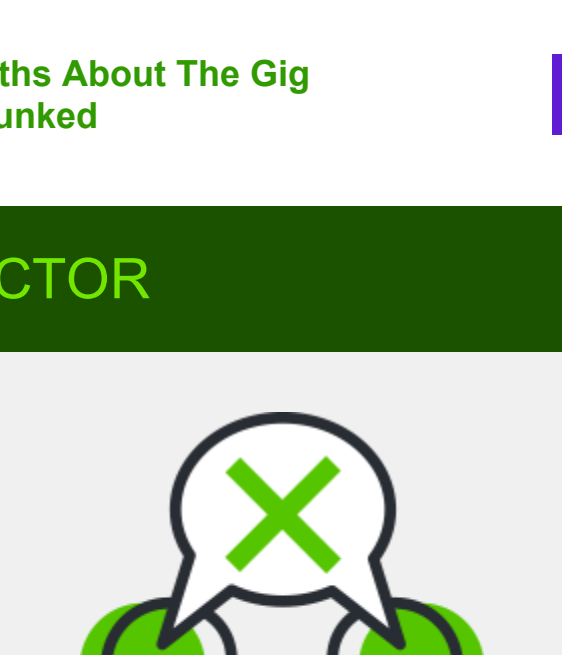
Why It's Important to Build Your Personal Brand

by Chuck Lee



I attended a business conference in the mid '90s whose keynote speaker was Roberto Goizueta, the Chairman and CEO of The Coca-Cola Company. At that time, Goizueta was a rockstar, having built the company into one of the most celebrated global brands with unprecedented shareholder value. [READ MORE](#)

HIRE PURPOSE



Jim Franklin and HARBRO Leverage the Executive Talent on GigX to Help Fill Fractional Roles

At HARBRO, CEO Jim Franklin works with business leadership to solve problems, implement initiatives and drive change. He focuses on brand growth and increased revenues using strategic insights and the voice of the customer to better understand audiences and market dynamics.

Jim recognizes the value that GigX's directory of fractional executives provides to companies that need experience, proven leaders in less than full-time roles. In his own words:

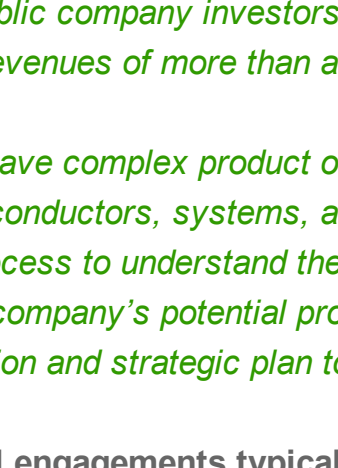
"Last year, my firm needed a fractional executive and an employee sourcing group helped us find one. The group took a large percentage off the top of our fractional leader's salary, which is pretty standard. They have their overhead to cover, after all. But that didn't stop me from wishing there was a way we could skip the middle man and go direct.

Then I discovered GigX, which doesn't stand in the way of contracts or take a percentage of the earned salary. And you can search the GigX directory yourself to find the person you need. Next time I need a fractional executive, I'm going with GigX."

Jim Franklin
CEO of HARBRO Emergency Services and Restoration

[EXPLORE GIGX MEMBERS](#)

INDEPENDENTLY SPEAKING



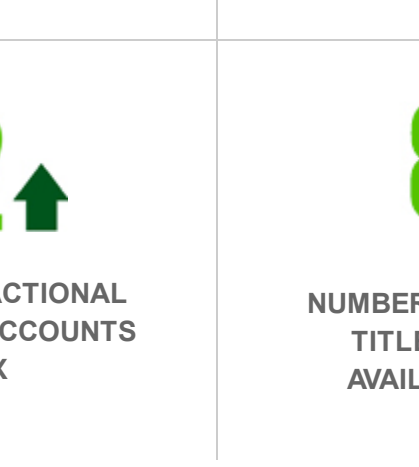
Current articles on independent leadership, the Gig Economy, and fractional employment

SA SIGNATURE ANALYTICS
Why Organizations Should Utilize Fractional Hiring [READ ARTICLE](#)

ODGERS BERNDTSON
Disruption and Demand for Growth Leads to the Rise of the Gig Executive [READ ARTICLE](#)

Forbes
4 Common Myths About The Gig Economy Debunked [READ ARTICLE](#)

THE X FACTOR



Referrals = Opportunities for Everyone

As they work on fractional opportunities, our GigX members frequently discover that their clients need additional support. By suggesting that their clients leverage the GigX directory to fill these gaps, these individuals are able to help their fellow GigX members land more fractional roles.

Additionally, satisfied GigX clients trust the caliber of the directory and use it as they grow their teams and organizations.

In the words of GigX member Rick Fox, a fractional CTO/CIO:

"Just a quick 'Thank You' for creating GigX. Networking with fellow GigX members helped me land a new client! The CEO who hired me is (quite brilliantly) saving his company millions of dollars in executive team compensation by leveraging a number of fractional leaders. 80% of his executive team is staffed with the region's top fractional leaders. The knowledge and connections this brings to the company has helped it achieve new sales and profitability records in less than a year!

The company employs all the following fractional executives: FCFO, FCMO, FCSO, FCIO, FCTO, and FCHRO. Because GigX offers the fractional titles that speak to my new decades of experience, I was easily identified and contacted by this new client. Thanks again for creating GigX for consultants like me. It's an affordable, inclusive, and collaborative community. Best of all, it allows members to perfectly brand themselves, showcase their fractional expertise, and effortlessly land new clients!"

Rick Fox
Fractional Chief Technology/Chief Information Officer

THE COMPANY WE KEEP

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

John Derrick [MEMBER PROFILE](#)

Former Technology and Business Leader at IBM

John Derrick is a global technology executive with a measurable and quantitative methodology that has led to multiple exits as CEO, turn-arounds at public and private companies, and roles as an advisor/interim CEO.

We asked John to tell us more about his experience as fractional CEO.

For what type of companies have you performed fractional CEO work?

DERRICK: "I have performed fractional work for a number of private and public companies. These companies have ranged from pre-revenue to tens of millions in revenue. In several cases, the engagement was a short-term project for public company investors where the company was generating annual revenues of more than a billion dollars.

All of these companies have complex product offerings, including material sciences, semiconductors, systems, and software. My core expertise is driving a process to understand the market need and core value proposition of the company's potential product offering, and creating a clear articulation and strategic plan to deliver that value."

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

DERRICK: "My engagements have ranged from about 1 day/week to 3 days/week. The duration is tailored to meet the needs of these companies, and they've ranged from very intensive 90-day engagements to 1-3 days/week for over a year.

These deals are typically structured as a combination of cash and equity (options or warrants), plus any additional travel."

What draws you to fractional work?

DERRICK: "I enjoy the ability to assist companies and create major impact for them. Many of the companies that I have served in this fashion would not be able to recruit someone with my background. By serving them in a fractional manner, I can bring a level of experience, contacts, and expertise that really creates opportunities for them.

This allows companies to grow and then be able to hire and expand with permanent leadership at a future date. The challenge is that most companies need the leadership that they cannot find, attract, or afford. Fractional work solves this catch-22 dilemma."

DO THE MATH

Here's a current snapshot of GigX:

28 ↑
TOTAL STATES

12 ↑
TOTAL COUNTRIES

282 ↑
NUMBER OF FRACTIONAL LEADERS WITH ACCOUNTS ON GIGX

83 ↑
NUMBER OF FRACTIONAL TITLES CURRENTLY AVAILABLE ON GIGX

[Back to top ↑](#)

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

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[EXPLORE FRACTIONAL](#)

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