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**GIGX** The World's #1 Fractional CxO Directory



Exploring the world of fractional employment with GigX

**xplore**

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**MEMBER SPOTLIGHT**



**Rich Cocuzzo**  
 Fractional Chief Sales Officer  
 Fractional Chief Revenue Officer  
 Fractional Chief Customer Officer  
 Fractional Chief Business Development Officer  
 Fractional Chief Growth Officer

**GIGX MEMBER SINCE: 2018**

Rich brings 30 years of Sales & Sales Leadership experience with FedEx to the small & mid-size business community.

**EMPLOYEES OVERSEEN:** 50

**BUDGET OVERSEEN:** \$5M

**SECRET BUSINESS SKILL:** Diplomacy

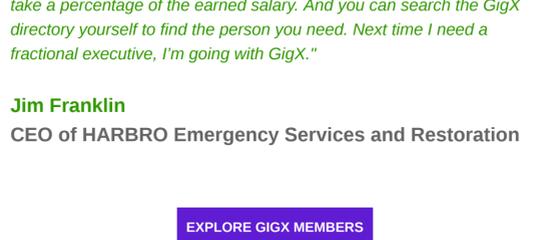
**FRACTIONAL TALENT:** Sales Leader

**OFFICE PERSONA:** The Engager

[MEMBER PROFILE](#)

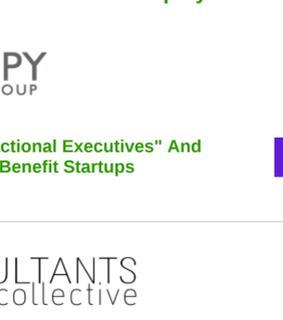
**BLOG WORTHY**

**Perspectives on AB 5 and Its Impact on Independent Leaders**  
 By Robert Curtis and Matt Spooner



Independent workers and the organizations that employ them in California have been waiting to understand the impact of the newly passed California AB 5. [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 experienced, 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**

**CANOPY** ADVISORY GROUP  
**What Are "Fractional Executives" And How Do They Benefit Startups** [READ ARTICLE](#)

**CONSULTANTS** collective  
**The New World of Fractional Leadership** [READ ARTICLE](#)

**Harvard Business Review**  
**Thriving in the Gig Economy** [READ ARTICLE](#)

**THE X FACTOR**

**Whitney Vosburgh** [MEMBER PROFILE](#)  
 Fractional Chief Marketing Officer

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

*WHITNEY: I have worked for Fortune 20 companies through to Silicon Valley startups. I worked with Hewlett-Packard Enterprise as a consulting CMO, McKesson, Motiva, and The Fruitguys as an interim CMO, and Liberty Mutual as a CMO Subject Matter Expert and Leadership Advisor.*

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

*WHITNEY: My hours worked vary from a day or two a week to many at peak times, and engagements last anywhere from a month to a year or more. I am usually hired to help optimize a potential golden opportunity, which typically takes 3-6 months, and to advise on transitions, transformations and turnarounds which are typically ongoing.*

What draws you to fractional / independent work?

*WHITNEY: Independence, curiosity, variety, and accelerated life long learning. I have been an independent almost my entire career, so for me anything else is unthinkable.*

**THE COMPANY WE KEEP**

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



**David Urman** [MEMBER PROFILE](#)  
 President and Chief Revenue Officer at Best of Organic LLC

Thanks to GigX, I served as chief revenue officer of a consumer products brand. We have successfully created a retail platform in over 3,000 stores over the course of one year, all the while increasing direct response media. We have also developed strong wholesale relationships.

**DO THE MATH**

**Here's a current snapshot of GigX:**



**30** ↑  
 TOTAL STATES

**17** ↑  
 TOTAL COUNTRIES

**366** ↑  
 NUMBER OF FRACTIONAL LEADERS WITH ACCOUNTS ON GIGX

**83** ↑  
 NUMBER OF FRACTIONAL TITLES CURRENTLY AVAILABLE ON 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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