

Ensure Flawless Marketing Execution

THE SPRINT CYCLE

As your Fractional CMO, I will work with your marketing team and external partners in sprints – time-based periods that accelerate your business by prioritizing your most critical initiatives and establishing rules of engagement for accountability and execution consistency.

A recurring marketing operations stack review at the beginning of each sprint cycle ensures that your marketing team's time and energy are focused on the highest-impact areas of your business.

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