

# Rodney Dozier FCRO Services Overview

As a Fractional Chief Revenue Officer (FCRO), I help businesses accelerate growth, optimize revenue operations, and drive long-term profitability without the overhead of a full-time CRO. My expertise spans B2B services, SaaS, professional services, fintech, and digital health, providing tailored strategies that align with business goals and market dynamics.

## Why Hire a Fractional CRO?

- Cost-Effective Leadership – Gain executive-level revenue expertise without the commitment of a full-time hire.
- Revenue Optimization – Implement proven RevOps frameworks to drive predictable and scalable revenue.
- Strategic Growth Execution – Develop and execute customized go-to-market (GTM) strategies for rapid expansion.
- Sales & Marketing Alignment – Create synergy between sales, marketing, and customer success for full revenue impact.
- Investor & Fundraising Support – Align revenue strategies with investor expectations, supporting Series A–C fundraising.

## Core Areas of Expertise

✅ Revenue Growth & Acceleration – Implementing scalable revenue strategies to drive predictable business growth. ✅ Cross-Functional Revenue Operations (RevOps) – Aligning sales, marketing, customer success, and finance to optimize revenue streams. ✅ Sales & Business Development Leadership – Building and leading high-performance sales teams to improve pipeline conversion. ✅ Go-to-Market (GTM) Strategy – Creating and executing market expansion, demand generation, and monetization strategies. ✅ Strategic Partnerships & Alliances – Securing high-impact partnerships with VCs, banks, and Fortune 1000 companies. ✅ Fundraising & M&A Strategy – Supporting capital raises, aligning sales strategies with investor expectations, and leading acquisition initiatives. ✅ Pricing & Monetization Optimization – Designing revenue models that maximize customer lifetime value (LTV) and profitability. ✅ Pipeline & Deal Velocity Optimization – Improving sales efficiency through data-driven sales enablement and forecasting.

## How I Work with Clients

- Part-Time CRO Engagement – Acting as an interim CRO, leading revenue teams and optimizing sales strategies.
- Revenue Advisory Services – Providing strategic guidance on revenue growth, sales execution, and GTM strategy.
- RevOps Consulting & Implementation – Developing and executing revenue operations frameworks for predictable revenue growth.
- Investor & Board Support – Preparing businesses for fundraising rounds, M&A transactions, and investor presentations.

# Industries Served

- ✓ B2B Services
- ✓ SaaS & Technology
- ✓ Fintech & Embedded Finance
- ✓ Healthtech & Digital Therapeutics
- ✓ Professional Services
- ✓ Enterprise & Mid-Market Growth Companies

## Let's Drive Revenue Growth Together

If your company is looking to scale, improve revenue predictability, or accelerate growth, let's discuss how a Fractional CRO can help. Contact me today to explore a tailored revenue strategy for your business.

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