

What I do

Here are areas where I can step in

Structure the Marketing function Optimize organization, team composition, and governance frameworks	<ul style="list-style-type: none"> • Marketing function diagnosis • Definition of the role of Marketing within the organization • Organization of the function, governance, processes
Coach internal teams or act as interim lead Provide leadership continuity and up-skill your existing staff	<ul style="list-style-type: none"> • Recruitment and coaching of teams (internal or external) • Professionalization of an existing marketing team • Internationalization of the Marketing function
Define positioning, ICP/persona Establish clear market positioning and impactful messaging framework	<ul style="list-style-type: none"> • Defining / identifying ICP / persona • Developing of messaging framework, positioning, differentiators • Defining and delivering the key marketing assets (sales presentation, battle cards, website input,)
Align strategy, Sales, Product and Marketing Create seamless coordination between critical business functions	Marketing and Sales <ul style="list-style-type: none"> • Definition of shared objectives and unified dashboard • Priority campaigns, sales assets, training needs and geography Marketing and Product <ul style="list-style-type: none"> • Definition of an end-to-end process for product/offer/brand launch • Alignment on priorities and content creation needs
Define & execute the Marketing strategy Design the plan — then deliver campaigns, GTM, product launches, and programs that yield growth	<ul style="list-style-type: none"> • Definition of the marketing strategy aligned with business objectives • Development of the operational plan (campaigns, calendar, goals) • Launch plan for new brands, products, channels • Customer acquisition plan (PLG, SLG, Partner-led) • Identification and implementation of high-impact communication levers • Definition or redesign of marketing programs (partnerships, channel, training, etc.) • Implementation and steering of the operational marketing plan • Selection and management of agencies and freelancers • Implementation of a data-driven culture managed by KPIs • Integration and adoption of marketing and AI tools
Drive performance with data-driven strategy Implement tools and dashboards to measure impact, guide decision-making, prioritize budget allocation	<ul style="list-style-type: none"> • Setup of dashboards and management tools • Analysis of impact (goals, KPIs) and continuous optimization • Budget management, prioritization, optimization • Communication of results
Represent the company externally	<ul style="list-style-type: none"> • Representation of the company at conferences or events • Marketing spokesperson to the board and external stakeholders