

&MARKETING



Senior Marketing Leadership for Companies Navigating Massive Change

WHO WE ARE

&Marketing helps CEOs and leadership teams make confident marketing decisions when the stakes are high.

We bring senior-level marketing leadership, strategic consulting, and decision-ready insight to companies facing growth pressure, change, complexity, or uncertainty.

WHAT WE DO

Blind spots don't announce themselves. We find them.

Marketing Consulting & Strategic Insight

We help leadership teams pressure-test assumptions, understand their market, clarify their customer, and make better decisions before investing serious time, money, or internal energy.

- Common engagements include customer research, competitive intelligence, market opportunity analysis, positioning, go-to-market strategy, digital performance audits, and strategic narrative development.

Fractional Marketing Leadership

When companies need experienced CMO-level guidance without adding a full-time executive, our fractional leaders step in to set priorities, align marketing with growth goals, and bring structure to marketing that has become scattered, reactive, or unclear.

CASE STUDY

MODEL MATCH

Industry: SaaS

Target: B2B

Stage: Scaling

Model Match integrated a fractional CMO to implement a campaign for a new target market, generating a 56% increase in e-commerce revenue within the first 60 days of the launch.

"&Marketing supported us and connected us with several candidates experienced in the SaaS industry. Bringing Katie on board as our fractional CMO was a pivotal decision. She seamlessly integrated with our team and her expertise was crucial in developing a strategy for our new single-user target market."

Katie led the launch of a new technology platform, updated our website, and executed a successful digital ad campaign. Her customer research refined our branding, messaging, and pricing, positioning us to achieve our goal of increasing users by year-end. Katie's contributions have been invaluable in helping Model Match stay competitive."

Kirk Waldfoegel
CEO, Model Match





CASE STUDY

Category Market Analysis Drives More Confident Growth Decisions

A \$150M+ supplier needed to replace assumption-driven market sizing with a defensible category view before making major growth investments.

Approach + Impact

- **Research:** Validated market model using external/proxy data (population, consumption, channels).
- **Analysis:** Mapped direct vs. indirect demand and benchmarked competitors/pricing. Researched opportunities by geography.
- **Results:** Market 2.5× larger than originally thought; per-capita spend 2× higher; \$25M+ growth opportunity in year one identified.

WHY CHOOSE &MARKETING?

Because “more marketing” isn’t always the answer.

Our leaders have spent decades building, running, and transforming marketing inside real companies. You are not getting a recycled agency playbook or a junior team learning on your dime.

We combine internal knowledge with external research, customer insight, competitive analysis, and senior business judgment so leaders can make better decisions with fewer assumptions.

Our deep bench of experienced marketers tell clients what they need to hear even if it’s not what they *want* to hear.

WHO WE HELP

- CEOs, founders, GMs, and leadership teams under pressure to grow
- PE-backed, VC-backed, EOS-run, or family-owned businesses facing new expectations
- Companies entering new markets, launching new offers, or repositioning
- Teams that have tried agencies, internal hires, or more tactics and still lack clarity
- Organizations that need senior marketing judgment but are not ready for a full-time CMO



Ready to Make Better Marketing Decisions?

Our team will help you see the gaps, clarify the priorities, and build a stronger connection between marketing and growth.

Schedule a Conversation With Us

www.and-marketing.com/contact-us



ABOUT &MARKETING

&Marketing helps CEOs and leadership teams make confident marketing decisions when the stakes are high. We believe the future belongs to marketing leaders who thrive in moments of massive change. Our mission is to help those leaders turn uncertainty into competitive advantage and become trusted strategic partners in times of transformation.



www.and-marketing.com



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