

## **What to Expect When You Hire a Fractional CRO**

*Revenue growth without the full-time overhead*

Most organizations reach a point where growth slows—not for lack of effort, but because marketing, sales, and customer success aren't aligned. Silos form. Opportunities slip through the cracks. You're spending more but converting less.

That's where a Fractional CRO comes in.

You don't need more noise. You need a unified revenue strategy—and someone to own it.

As your Fractional Chief Revenue Officer (CRO), I step in as your strategic growth partner to unify your go-to-market efforts, drive alignment, and accelerate revenue. I work alongside your leadership team to ensure every stage of the customer journey is optimized for sustainable, predictable growth.

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## **Here's What I Do:**

### **Assess & Align**

- Audit your entire revenue funnel—from lead to close to renewal
- Identify gaps, drop-offs, and misalignments across teams
- Establish shared goals and a unified growth strategy

### **Optimize & Operationalize**

- Build revenue playbooks, handoffs, and KPIs across marketing, sales, and success
- Improve lead qualification, sales velocity, and retention
- Implement systems that support scalable, repeatable growth

### **Drive Execution & Accountability**

- Lead revenue meetings, set priorities, and remove roadblocks
- Coach GTM leaders and align cross-functional execution

- Instill rhythm, reporting, and results across all revenue functions

### **Scale What Works**

- Use data to double down on top-performing channels and strategies
  - Develop growth models and forecasts tied to your business goals
  - Expand revenue operations to support long-term scaling
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### **What You Get:**

- A full-funnel revenue strategy aligned across teams
  - Executive-level leadership—without the full-time cost
  - Better conversion rates and customer retention
  - Streamlined GTM processes and shared accountability
  - A growth partner who brings clarity, structure, and results
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### **Common Scenarios I Solve:**

- “Marketing and sales aren’t aligned—and it’s hurting growth.”
- “We’re getting leads, but not closing enough of them.”
- “Our CEO is trying to lead revenue—but it’s not sustainable.”
- “We need growth leadership, but we’re not ready for a full-time CRO.”
- “Customer success is reactive—we want to drive expansion.”

If that sounds familiar, [let’s talk](#). My role is to bring strategic focus and executional horsepower to your revenue engine—so you can grow with confidence and clarity.

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