



GROWTH FACILITATOR

Ghennipher Weeks

Strategic Leader | Solving Problems

FOCUS: MEDIA & ADVERTISING

Digital Marketing | Growth Focus

Profile

I help newly funded startups optimize their growth so they can achieve profitability, scale, and strengthen their investor relationships.

Experience

Ghenn Weeks is a strategic, accountable B2B marketing and consulting executive with a proven track record of growing innovative brands and driving growth for Fortune 500 companies and venture-backed startups. Equally comfortable with both strategy and execution, she excels in guiding the full lifecycle of marketing programs, helping businesses attract, acquire, cross-sell, and retain customers.

Project highlights include:

- Wharton Business School - Conversion Consulting
- Four Seasons - Digital Ma

Areas of Expertise:

- Digital Marketing Strategy
- SEO Management
- Fractional CMO

Results

A career distinguished by significant achievements, including:

- Developed conversion initiatives for Fortune 500 clients with 100% success rates (campaign growth min. 30%+)
- Led dozens of venture-backed startups to profitability &/or higher valuations
- Increased portfolio value for private equity clients
- fCMO and acting as a liaison between PE firm and portfolio company



EXPERT EXPERIENCE + WORLD-CLASS TOOLS = YOUR SUCCESS

This expert brings a wealth of experience to Demand Metric's roster of growth facilitators. Backed by the world's most trusted and proven set of playbooks and toolkits for analysis, planning, and decision-making, our mission is to support your team with the tools and guidance they need to make better decisions and recommendations for growing your business.

