

**FRACTIONAL  
CMO  
SERVICES**



designed by a  
**FRACTIONAL  
MARKETING EXPERT**

# Rise of the Fractional CMO

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Fractional CMO roles are on the rise as the traditional leadership model shifts with an increasing amount of stress and the tenure of senior leaders has seen a dramatic change in the last decade from seven years to just one year or so.

The new model is hiring a Fractional CMO as a strategic move for these and many more reasons.

## Fractional CMO Movement Featured in:

**FASTCOMPANY** EXECUTIVE BOARD

**THE WALL STREET JOURNAL.**

**Forbes**

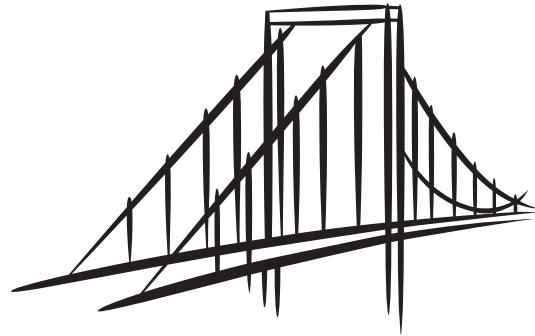
# Bridging the GAPS Between CMO, Agency and Startup Leadership

The dilemma isn't new - your organization has a gap to fill - whether it's the recurring 12-17 month average turnstile of CMO's, or the gaping hole of strategy that your marketing team and agency mindlessly circles - Fractional CMO (FCMO) leadership from Mark Cain has a number of advantages. Startup business that needs a rock-star on a street-corner-player budget?

I'm here to help.

## Four Stages to Building the Bridge

Resourcing appropriately for marketing is more challenging now than ever before. As a startup or marketing team leader, bandwidth constraints put significant pressure on teams and performance. While traditional agency partners can be helpful in absorbing some of the work, they also typically require heavy management from an internal stakeholder to be effective. Mark has designed a 4-stage system that has proven time and again as a blueprint for building bridges across gaps.



**1**

### DISCOVER IT 2 WEEKS

Deep dive assessment to discover gaps and opportunities.

**2**

### PLAN 60 DAYS

This is a priority-driven time period to gather resources, build or modify teams and stage deliverables for execution mode.

**3**

### EXECUTE 6,9,12 MONTHS

Engagement on needs, timelines and budgets defined during the Discover It and Planning phases.

**4**

### OPTIMIZE MONTHLY

Reviews and adjustments to maximize plans through structured KPI's, customer uptake and feedback.

# Successful Strategic Leadership Across Multiple Segments



*Mark and his team demonstrated executive-level marketing proficiency, leveraging a profound skill set that yielded favorable outcomes in terms of our brand positioning, heightened overall market awareness, and increased engagement with our donor partner stakeholders. I highly recommend and endorse the services of Cain & Co for addressing the marketing challenges and opportunities of any organization.*

**Mark Steele**  
Founder & C.E.O.  
Planet Water Foundation

## Fractional Access Models, Hospitality, NGOs, Tech & Consumer Brands

Mark Cain has a depth of experience from years of proven success - and as a fractional marketing executive, you can tap his expertise without the need to hire, train and move through traditionally time-consuming progressions and expense. You get a senior-level CMO capable of working with agility across multiple levels of your organization, partners and customers.

From creating breakthrough brand positioning for Phoenix Children's Hospital Foundation that led to successful fundraising efforts for the new PCH tower, to launching Essentia Water that became a retail beverage powerhouse and brand of the year at Whole Foods - Mark Cain has been an innovative force to drive value behind every project he touches.



Phoenix Children's  
Foundation



ZING BISTRO



# The Smart Way to Tap C-Suite Talent





## Organizations & Solutions

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-  **Startups**  
Strategic marketing leadership without the full-time costs.
-  **Small and Mid-sized (SME's) Organizations**  
Scale marketing with vision and efficiency.
-  **Large Organizations**  
Active engagement on defined needs, timelines and budgets.









## The Hummingbird Approach

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-  **Quick Impact and Low Risk**  
Access to brand vision and expertise for a fraction of full-time.
-  **Experienced**  
Active engagement on defined needs, timelines and budgets.
-  **Flexible**  
Get the deliverables you need, when you need them.
-  **Nimble**  
Ability to move across the organization at a high level.



### - Engagements -

-  Brand Strategy
-  Marketing
-  Product Management
-  Pricing Optimization
-  Go-to-Market
-  Coaching | Speaking
-  Customer Experience
-  Sales Process



# What People Are Saying



Steven S. Schnall  
Senior Vice President  
Chief Development Officer  
**Phoenix Children's Hospital Foundation**

*Mark has successfully led the Foundation's board through a strategic branding process that has coalesced them around the specific concepts and direction that Cain & Co has produced in partnership with our internal team and external resources. We could not be more pleased with the professional approach that Cain & Co has taken through the process. Their work and reputation stands clearly above others and I would encourage you to embrace the opportunity to engage with them. They deliver and then some.*



James S. Tonkin  
Principal, Healthy Brand Builders  
**Essentia**  
**Zico**

*My first engagement with Mark Cain and Cain & Co was in 1998 during the national roll out of Essentia Water. During that time Mark directly contributed to the strategic marketing, distributor and retail sales programs for Essentia, and as a result of his contributions, Essentia became recognized as Brand of the Year for Whole Foods. It should speak volumes that nearly 10 years later, we re-engaged Cain & Co to assist in a strategic brand visioning process for a new and exciting product, ZICO Pure Coconut Water. While we are still in the process of completing this effort, I am pleased to say that Mark has again come to the table with creativity and solid recommendations. In short, Cain & Co will deliver outstanding results in many unexpected and pleasant ways.*



Philip Norfleet  
Director  
**The Napa Valley Reserve**

*Cain & Co listens carefully and then delivers solid strategic marketing and business development recommendations. I would say their blend of traditional and creative marketing skills is one of the many valuable assets they bring to the table.*

# Family First!

## But after that...Passionate Branding Guy, Visionary, Speaker and Entrepreneur.



### - Mark's Wheelhouse -

Branding | Strategy | Product Marketing  
Innovation | Partnerships  
Audience Identification & Personas  
Communications | Copywriting | Storytelling  
Market Positioning | Revenue Acceleration  
Demand Generation | Research  
Social Media | Web Analytics  
Campaign Analytics & Reporting

Consumer-focused marketing strategist - mixes art, science, and technology to turn around businesses and drive profitable growth. “What’s Next” champion with the ability to exploit opportunities before competitors. An award-winning brand advocate who dives deep into data to produce innovative marketing campaigns and transformational strategic plans, leading to market share growth. Challenges the status quo while creating positive workplace cultures, lifting team productivity, and building collaborative relationships with stakeholders, business partners, and vendors at all levels.

In 1990, Mark Cain was instrumental in launching SHR Design’s Innovative Thinking “IT” Conference, where visionaries converged to reshape industries. What began as a gathering evolved into a intellectual rock opera - uniting thinkers, doers, and creators like Peter Drucker, C.K. Prahalad, and Malcolm Gladwell. This annual event dismantled boundaries, fusing minds from diverse sectors like sports, business, and art. It amplified the truth that diverse minds collectively outperform solitary brilliance, embodying Bell Labs’ wisdom.

Today, Mark uses many of the practical and actionable IT Conference takeaways in all of his engagements and offers them in his Innovative Thinking Workshop series.

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