FRACTIONAL CMO AND STRATEGIC MARKETING LEADERSHIP.

Helping organizations navigate change and growth with clarity, connection, and strategy.



When growth, disruption, or change creates a marketing leadership gap, **Marchitecture** brings senior strategic marketing expertise without the cost or commitment of a full time executive.

With more than 20 years of experience across sales, marketing, technology, executive engagement, and business development, Marchitecture helps organizations clarify their positioning, strengthen their story, connect strategy to execution, and create meaningful engagement with the audiences that matter.

From strategic direction to hands on execution, we work alongside your team to build the foundation, momentum, and market presence needed for what comes next.

WHY MARCHITECTURE?

Marchitecture brings senior marketing leadership, deep cross-functional business experience, and flexible support to help organizations move from strategy to action.

- 20+ years of experience across sales and marketing leadership with Sun Microsystems, VERISIGN, Microsoft, SAP, and Amazon Web Services.
- Business and marketing perspective shaped by working across technology, private, public, and nonprofit organizations.
- Strategic and hands on support that connects big picture thinking with the plan to drive results.
- A human centered approach that recognizes meaningful connection is essential to how businesses build trust, engagement, and lasting relationships.

marchitecture
CONNECTED EMPOWERMENT

FRACTIONAL CMO CONSULTING SERVICES

- **Positioning & Messaging**
  Clarify your story, differentiation, value proposition, and message.
- **Go to Market & Engagement**
  Connect audience, offer, campaigns, partnerships, events, and channels to business goals.
- **Content & Thought Leadership**
  Turn expertise into credible content across LinkedIn, email, web, video, case studies, and executive communications.
- **Strategic Marketing Leadership**
  Provide the planning, prioritization, collaboration, measurement, and hands on support needed to move marketing forward.

EXPERIENTIAL LEADERSHIP DESIGN

Marchitecture also designs custom experiences that help leaders and teams strengthen connection, presence, communication, adaptability, and performance.

Experiences incorporate horses, HeartMath, and other practical methods depending on the needs of the people and the organization. Current programs include The Equine Experience, Connected Balance, and custom leadership and team experiences.

Connection Changes Everything.

For more information visit www.marchitecture.tech or email info@marchitecture.tech to explore our services.