



SERVICES

Leadership

Interim or fractional leaders defining marketing strategy and managing execution.

WHO IT'S FOR

Companies that need executive leadership and strategic guidance on new ways to grow their business and build marketing capabilities - internally and/or externally.

WHEN TO USE IT

- You are looking for a part-time (fractional) marketing executive to work with your leadership team and provide ongoing strategic guidance
- The business is in transition and you need an interim marketing executive to lead and collaborate with the team in a full-time capacity
- You need an experienced executive marketing leader to provide coaching, guidance and operational excellence to an evolving marketing team

HOW TO PREPARE

Partner with an Antenna Client Development Director to guide you through these important steps:

- 1 Define the business situation and the current leadership gap
- 2 Outline roles, responsibilities and what capabilities are needed
- 3 Determine budget, timeline and what a successful engagement looks like
- 4 Define the interview and decision process

Contact Tricia Varner at Antenna to get connected with a marketing leader today.



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