



OBJECTIVE


StrategiCXO helps B2B companies align sales, marketing, and customer success into a unified revenue engine that drives predictable growth and profitability. With embedded fractional CRO leadership, we eliminate go to market silos, tighten forecasting discipline, and improve customer acquisition and retention economics. Whether your organization is scaling, restructuring, or gearing up for investment or exit, StrategiCXO delivers an integrated revenue operating system that increases pipeline quality, accelerates sales velocity, and improves customer lifetime value, without the delay or cost of a full-time executive hire.

WHY CHOOSE StrategiCXO?

Most companies struggle not because of a lack of opportunity, but because their revenue teams sales, marketing, and customer success operate in isolation with disconnected KPIs, inconsistent processes, and unclear accountability. StrategiCXO installs a cohesive revenue architecture that aligns messaging, forecasting, customer experience, and financial outcomes under one operating rhythm. Our fractional CROs bring enterprise grade strategy combined with hands on execution, ensuring your teams are not just planning but closing, expanding, and retaining with intention. From pipeline mechanics to account expansion playbooks, we equip your organization with scalable, repeatable systems that generate momentum and revenue precision. And when you are ready to transition from fractional to permanent CRO leadership, our team can recruit and place the right executive for long term continuity and culture fit.

StrategiCXO is the trusted execution partner for companies that need revenue results, not overhead.

CONTACT SALES

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CRO



KEY BENEFITS

-  **Revenue Architecture**
Build a unified go to market framework with clear ICP definition, value messaging, and segmented pipeline strategies aligned to profitable growth.
-  **GTM Alignment**
Eliminate silos between sales, marketing, and customer success by installing shared KPIs, integrated communication cadences, and one consolidated revenue scorecard.
-  **Predictable Pipeline Execution**
Implement disciplined pipeline governance, stage definitions, and deal inspection processes that improve forecast accuracy and sales cycle control.
-  **Customer Retention and Expansion**
Shift from transactional selling to lifecycle revenue by equipping teams with playbooks for upsell, cross sell, and expansion within existing accounts.
-  **Data Driven Forecasting**
Move beyond activity metrics to revenue intelligence by implementing dashboards that highlight true conversion levers, win patterns, and margin impact.
-  **Scalable Sales Operations**
Deploy CRM optimization, sales enablement infrastructure, compensation structure alignment, and territory planning to increase rep productivity and quota attainment.
-  **Marketing Performance Uplift**
Tie marketing investment directly to revenue outcomes through attribution modeling, campaign ROI tracking, and demand generation aligned to sales priorities.
-  **Customer Success Integration**
Embed post sale teams into the revenue engine with standardized onboarding workflows, playbook driven QBRs, and churn prevention triggers.
-  **Leadership and Talent Development**
Recruit, coach, and align sales, marketing, and revenue operations roles to a single performance rhythm with continuous improvement accountability.
-  **Flexible Engagement**
Leverage interim, project based, or bundled fractional CRO leadership to architect your revenue system and prepare for scale, fundraising, or exit readiness.