



Advisor.

Building people, products and markets.



GTM Planning

EXAMPLE PORTFOLIO



1 HOW I CAN HELP YOU

Staging a GTM plan based on annual priorities.

GTM Planning [snapshot].

x Summary slide

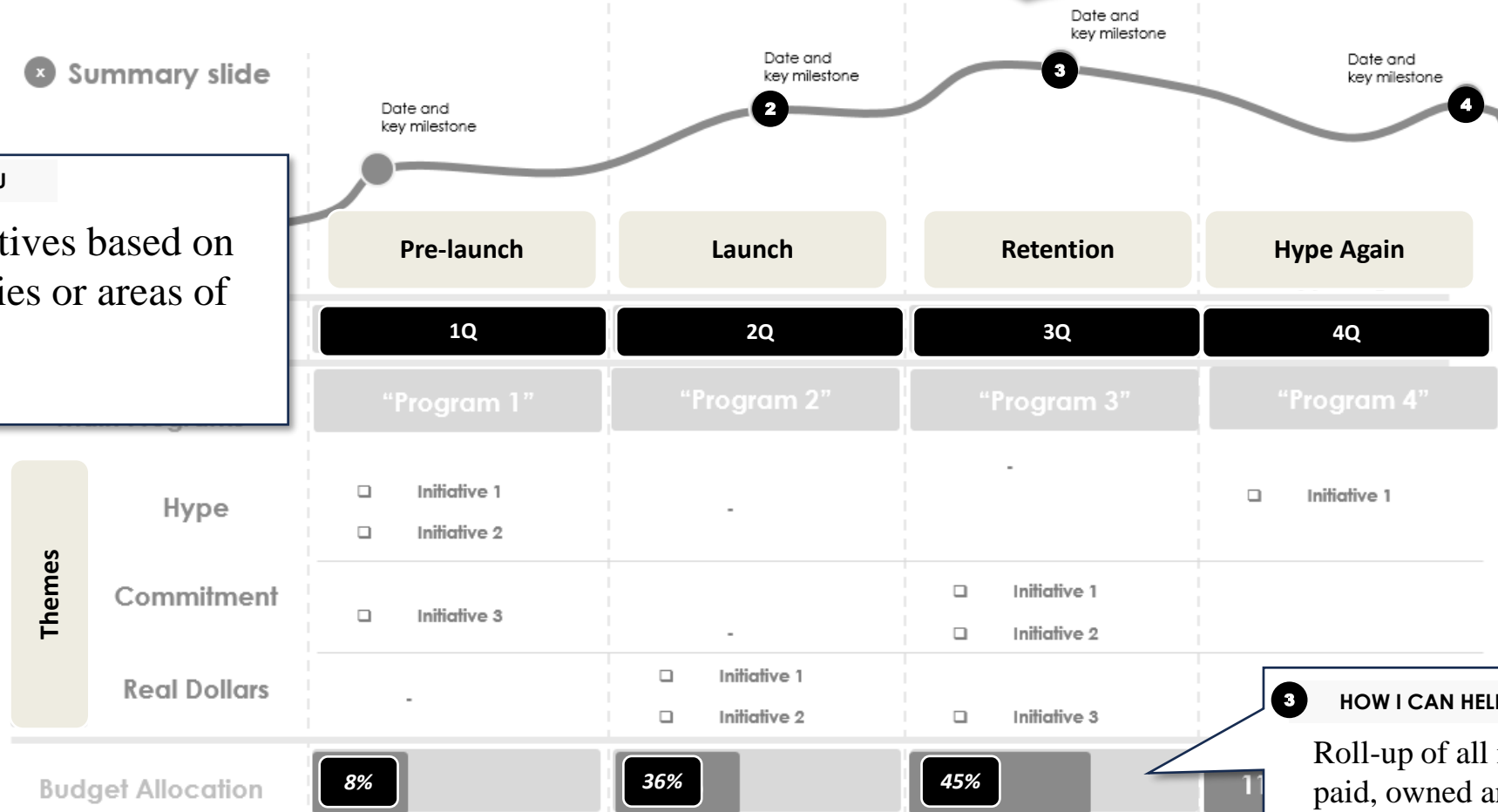
2 HOW I CAN HELP YOU

Threading initiatives based on thematic strategies or areas of focus.

In my experience...

80% of a detailed GTM plans can be explained by this single snapshot.

In reality, a snapshot is underpinned plans are +30 pages.



3 HOW I CAN HELP YOU

Roll-up of all marketing initiatives; paid, owned and earned. Above the line, digital and social.