

FRACTIONAL LEADERSHIP

Partnering to keep your brand alive

Your organization's brand shouldn't be put on pause just because there is no full-time MarComm leader.

Leadership transitions can either be a source of chaos or an opportunity for structural refinement. I provide the executive-level stability needed to ensure your messaging and operations don't just "stay steady," they move forward. I approach interim leadership through four critical pillars:

Hit the Ground Listening

I dive deep into your current landscape to ensure your existing strategic priorities are honored and understood before we move a single brick.

A Strategic Sense of Urgency

The marketing calendar doesn't pause for a talent search. I keep key projects and campaigns on track, ensuring you hit your marks without missing a beat.

Thoughtful Guidance

I provide a steady, experienced hand to keep your MarComm team motivated, focused, and aligned with the organization's vision during this time of uncertainty.

The Seamless Handoff

I don't just occupy the role; I help you keep it moving. Using my talent acquisition background, I assist in identifying, vetting, and onboarding the right permanent CCO/CMO to ensure a flawless transition.



Eddie Francis

Marketing and Communications Leader

HOW A FRACTIONAL INVESTMENT SAVES MONEY IN A YEAR

| | |
|--|------------------------------|
| Full-time CMO/CCO base salary (2025 national average) | \$180,000 – \$250,000/year |
| Benefits and payroll overhead (add 25–30%) | \$45,000 – \$75,000/year |
| Recruitment fees (typical) | \$15,000 – \$30,000 one-time |
| Total all-in cost, year one | \$240,000 – \$355,000 |
| Fractional Leadership based on 20 hours/month at \$125/hour | \$30,000 |

*Your organization receives senior-level communications and marketing leadership for a **small percentage** of a full-time hire—with no benefits, no severance risk, and no onboarding period.*



eddie@eddiefrancis.com



eddiefrancis.com

CALL FOR MORE INFO



985.259.7906