DEFINING ROLES IN MODERN MARKETING LEADERSHIP

	FRACTIONAL CMO	MARKETING CONSULTANT	MARKETING AGENCY
Executive-Level Strategic Leadership	Yes	Sometimes	No
Execution	Oversees	No	Yes
Team Management	Yes	No	No
Embedded in Business	Yes	Sometimes	No
Ideal For	Those who need strategic leadership and full marketing ownership	Those who need specialized, short-term expertise to solve a defined problem	Those who need tactical execution and specialized support within a defined scope of work

Wheels Up

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