



Dave Blanchard

CMO

Dave has contributed leadership in a broad variety of roles and business units over a 26 year marketing career with a Fortune 50 Technology Market Maker

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Meet Dave:

Dave has contributed leadership in a broad variety of roles and business units over a 26 year marketing career with a Fortune 50 Technology Market Maker.

He has also helped over 200 small businesses increase their capacity to grow. The combination of start up, small business and corporate marketing experience results in a unique perspective on the disciplines that large companies have in place which smaller companies must put in place in order to grow.

His deep experience with digital marketing and marketing automation gives him insights into modern marketing tools and methods that businesses need to master in order to get in front of customers in a world where most purchases begin online, nearly all have an online component and are increasingly using mobile platforms.

Dave is, innovative results oriented and customer focused as demonstrated by his work to attract \$50,000 in new business to a green drink company in just a few short weeks with no money spent on advertising.

Industry Experience:

- Technology
- Fitness
- Industrial
- Food & Beverage
- eCommerce
- Franchise

Specialties:

- Marketing Strategy
- Marketing Automation
- Consumer Research
- Product Development, New Product Launches
- Joint Ventures

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FRACTIONAL MARKETING SYSTEM

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