

Rob Smith - Digital Reset Button

Fractional Digital Executive

I work with businesses to help them find and engage prospects digitally. There are practical ways to efficiently leverage technology to extend reach, drive awareness, get into the consideration set to influence preference, and increase purchase (revenue). Whether you are a CEO that needs CMO support or a CMO that needs digital expertise, push the reset.



My superpower is “resetting” marketing and sales digital execution.



Hockey card stats:

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Key Skills:

- Digital Marketing Strategy, planning, and execution.
- Marketing Technology, Business Model Design
- Six Sigma Black Belt

Ideal clients: Startup to mid-sized businesses, \$5M to \$50M

Industries: Experiences in manufacturer and distributor models

Business Models: B2B, B2C, and marketplaces

How you can help me...

I am seeking connections in these areas.

Please consider making an introduction, and I'll do the exact same for you!

- CEO, CMO, or executive connections with manufacturers and distributors
- B2B Founders who are trying to expand their markets

Some ways to recognize an opportunity where I might be able to help:

- Founders who are frustrated with their growth and do not have a CMO
- Products that “sold themselves”, and now have hit a plateau
- Post-Covid, realize customer expectations have changed, and simply having a website and a CRM is no longer sufficient

