

Virginie Glaenzer

TechCXO Partner - Marketing & Revenue Growth



CONTACT DETAILS

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RELEVANT EXPERIENCE

Virginie Glaenzer is a visionary digital strategist, entrepreneur, and Fractional CMO and CRO, known for driving transformative growth across industries.

She is a business transformation expert with a proven record of leading organizational shifts.

- **Executive VP of Marketing & Customer Experience at Great Eastern Energy (GEE)** – Virginie transformed the company from a paper-driven, sales-focused operation into a tech-driven, customer-centric online business, resulting in a 150% increase in customer acquisition, a 45% reduction in churn, and improved employee engagement.
- **VP of Marketing at LiveWorld Inc.** – For this social content marketing company Virginie transitioned the company from a service provider to a SaaS platform, boosting brand recognition, building a 6,000-strong database, and securing high-profile clients like Sony and LinkedIn.
- **VP of Marketing and Social Media at Archer Mobile** – Archer Mobile is the leading global provider of mobile engagement solutions. Virginie successfully repositioned the company, and was instrumental in rebranding and repositioning the company to become an acquisition target, leading to a \$42 million merger with Lenco Mobile.

Virginie is also a pioneer in blockchain and web3, having invested in cryptocurrency since 2017. She has hosted blockchain conferences, contributed to Ethereum token creation, and authored *The Economy of Abundance*, a deep dive into decentralized economies and regenerative systems.

Her multifaceted expertise spans:

1. **Strategy:** Crafting innovative digital marketing strategies that drive growth and deepen customer loyalty.
2. **Leadership:** Empowering teams to navigate complexity with clarity and confidence.
3. **Storytelling & Growth Hacking:** Engaging audiences with compelling narratives and growth hacking techniques to build strong brands.

PERSONAL STATEMENT

For more than 30 years, I have been transforming organizations -- including co-founding three tech startups -- into fast-growing, dynamic businesses. I have excelled as a fractional CMO and CRO, specializing in relieving stress for CMOs, CROs, and CEOs by bringing clarity and strategic direction to leadership teams.

I'm most often called upon to lend expertise via:

1. **Brand Realignment:** Helping brands reconnect with customers through data-driven strategies that enhance loyalty and outpace competitors.
2. **Product Launch Execution:** Streamlining go-to-market strategies to ensure seamless product launches, alleviating pressure on internal teams.
3. **Scaling Challenges:** Developing growth strategies and streamlining operations to help organizations scale effectively while freeing up resources for expansion.
4. **Leadership Gaps:** Providing clear strategic direction and senior marketing expertise to improve communication and foster team cohesion.

EXPERTISE FOCUS

BRAND STRATEGY

- Brand Architecture
- Brand Positioning
- Content Strategy
- Digital Marketing
- Market Research
- Product Marketing Management

DEMAND GEN. & GROWTH STRATEGY

- Customer journey & Funnel Optimization
- Business Model
- Account Based Marketing & Sales
- Go-to-Market Strategy
- Product Market Fit
- Sales Distribution Strategy
- Influencer strategy

SECTOR EXPERIENCE

TECHNOLOGY

**SAAS, CLIMATECH, HEALTHTECH
IT SERVICES & SOFTWARE
PROFESSIONAL SERVICES
ENERGY
RETAIL**

EDUCATION

Virginie holds a Master's degree from **HEC Paris**, one of France's top business schools.

SPEAKING ENGAGEMENTS & PUBLICATIONS

- Delivered keynotes CX, Chief Growth Officer Conferences and the C-Suite on digital transformation and leadership.
- Guest speaker at business clubs, communities, universities, and on podcasts. Most recent interviews include discussions on [AI Changes Everything](#), [Co-Creators of the World](#), [What is Web3](#), and [Navigating the New Era of Brand Identity](#).
- Author of **The Leadership Singularity** and **The Economy of Abundance**.