



# BRIAN POWERS

PARTNER, CRO - REVENUE GROWTH



## RELEVANT EXPERIENCE

Brian has built his career helping companies strengthen commercial performance across a range of industries. His leadership experience includes:

### **Partner, Revenue Growth, TechCXO | Fractional Revenue Leadership**

Advises founders, CEOs, and leadership teams on growth strategy and commercial execution, with fractional leadership engagements across construction management, building products, industrial services, and design. Helps companies sharpen market positioning, build stronger pipelines, improve client acquisition, and better align marketing, business development, and sales.

### **Director of Business Development, PKF O'Connor Davies**

Led strategic growth initiatives across service lines and industry verticals, including food and beverage, manufacturing and distribution, nonprofit, and professional services. Spearheaded the firm-wide cross-selling initiative, developed account-based and industry-focused go-to-market programs, strengthened proposal and pursuit strategy, and built relationships with clients, centers of influence, and strategic partners.

### **VP, Mktg & Business Development, Mid Hudson Construction Management**

Led growth strategy and all marketing and business development initiatives, including market positioning, targeted outreach, proposal development, pipeline management, client engagement, and relationship development with clients, architects, engineers, and referral partners. Brian later returned to the company in a fractional leadership capacity to support its next phase of growth.

### **VP, Mktg & Business Development, JGS, CPA**

Led firm-wide growth strategy and marketing and revenue-generation initiatives. Directed a major brand revitalization, developed integrated digital, content, event, and business development programs, and strengthened lead management and nurturing, increasing conversion rates by 50%.

### **Additional Experience**

Held marketing, recruitment, and integrated marketing leadership roles with Mount Saint Mary College and Clear Channel Radio. Earlier, founded and operated First Class Limousines, with responsibility for sales, marketing, client relationships, operations, fleet management, and financial performance.

## PERSONAL STATEMENT

I work across the revenue growth continuum, helping leadership teams determine where and how their companies should compete, then building the marketing, business development, and sales disciplines needed to convert market opportunity into measurable growth.

My experience spans professional services, construction, financial services, media, and other B2B environments. I've led go-to-market strategy, brand positioning, lead generation, pipeline development, account-based programs, and business development initiatives, with a consistent focus on bringing marketing and sales into closer alignment around growth.

As a fractional executive, I work alongside CEOs and leadership teams when the opportunity is clear but the commercial infrastructure needs to catch up, whether entering a new market, sharpening positioning, building a more disciplined pipeline, strengthening client acquisition, or putting the people and processes in place to execute the growth strategy.

## PRACTICE FOCUS

### **Fractional Executive Leadership**

- Chief Revenue Officer (CRO)
- Chief Marketing Officer (CMO)
- Chief Sales Officer (CSO)

### **Growth Strategy & Go-To-Market**

- Business Model
- Go-to-Market Planning
- Sales Distribution Strategy
- Product-Market Fit
- Target Marketing

### **Marketing Strategy & Services**

- Brand Building
- Content Marketing
- Digital Marketing
- PR, Analyst & Media Relations
- Product Marketing Management

### **Sales Excellence**

- Account-Based Marketing & Sales
- Opportunity Management
- Pipeline Forecast Management
- Sales Process Design
- Sales Methodology
- Sales Talent
- Strategic Alliances

### **Customer Growth & Leadership**

- Customer Success
- Key Account Management
- Senior Executive Team Coaching
- Learning & Development

## MARKET EXPERTISE

### **Professional & Business Services**

- Accounting, Audit & Tax
- BPO/Outsourcing Services
- Construction & Engineering
- Consulting Services

### **Financial Services**

- Asset Management
- Brokerage
- Investment Banking
- Commercial Banking
- Mortgage Finance
- Specialized Finance
- REITs

### **Real Estate & Construction**

- Buildings & Property
- Construction & Engineering

### **Media**

- Broadcasting, Radio & TV
- Information Services
- Social Content

### **Consumer**

- Beverages

## EDUCATION

**Mount Saint Mary College**  
MBA, Business

**Mount Saint Mary College**  
BA, Public Relations