



# LAURA BRESLAW

FRACTIONAL & INTERIM CMO



## RELEVANT EXPERIENCE

Laura Breslaw is a four-time B2B CMO and growth advisor who helps companies scale revenue faster. She aligns GTM strategy, marketing, and sales around what drives measurable growth, whether that's customer expansion, product positioning, or partner co-marketing. Her work delivers traction during periods of accelerated change, from founder-led to funded-stage growth.

**Founder & CMO, GrowthMaximizer** - Delivered fractional and advisory services to IT, fintech, and professional services firms. Shifted marketing from brand to demand, built revenue engines, and strengthened GTM performance.

**CMO, Capgemini – Financial Services** - Led GTM strategy and deployment for a \$4B business unit. Drove 11% year-over-year growth in marketing-influenced revenue and cut customer acquisition costs by 15% through tighter demand generation, sales integration, and CXO engagement.

**CMO, Global Association of Risk Professionals (GARP)** - Transformed product and marketing strategy for a \$55M global certification body. Re-engineered the member experience, increased annual exam enrollment 20% and launched a global Sustainability and Climate Risk Certificate.

**CMO, AlixPartners** - Repositioned the brand from restructuring to performance acceleration, aligning marketing with the firm's expanded business model. Launched quick-strike campaigns to increase cross-sell.

**CMO, Financial Services, Deloitte** - Worked with the ELT to double revenue with focused plans for client expansion, retention, and partner co-marketing. Increased pipeline conversion 21-30% with ABM programs for strategic accounts.

Laura also held senior marketing leadership roles at **BCG** and **Hughes Hubbard**, and worked with many organizations including **Analytics8**, **ExtensisHR**, **EY**, **CBRE**, **LexisNexis**, and **LEK Consulting** in a fractional or advisory capacity.

## PERSONAL STATEMENT

Not all revenue is created equal. I focus on the sources that convert faster, accelerate ROI, and build enterprise value – customers, partners, and products.

With over two decades as a Chief Marketing Officer and growth advisor for B2B firms across technology, financial, and professional services, I work with CEOs, investors, and leadership teams to transform marketing from a support function into a performance driver. I realign GTM strategies around what works — segment clarity, product traction, and partner leverage — so companies grow faster and more efficiently.

I've led marketing through inflection points that matter: founder-to-scale transitions, post-acquisition integrations, strategic pivots, and investor resets. My playbooks are practical, data-informed, and built for execution. I bring operating discipline to growth strategy, creating the conditions for scale, alignment, and accountability across the revenue engine.

I move fast, focus teams on what matters, and build 90-day roadmaps that create traction now, while laying the groundwork for repeatable, capital-efficient growth.

## PRACTICE FOCUS

### Revenue Growth

- Go-to-Market Planning
- ICPs & Audience Segmentation
- Product/Service Fit
- Customer Expansion & Retention
- Partner & Channel Development
- Executive Team Coaching

### Marketing Services

- Brand Building
- Content Marketing
- Demand Generation
- Digital Marketing
- Channel Optimization
- Product Marketing

### Customer Journey

- Customer Insight
- Account-Based Marketing
- Customer Advocacy
- Communities & Experiences
- Sales & Marketing Integration

## EDUCATION

### University of California, Berkeley

B.A., American Studies, Minor in Journalism

## SECTOR EXPERIENCE

### Professional Services

- Accounting, Audit and Tax
- Consulting
- Human Capital
- Legal Services
- Marketing Services
- Real Estate

### IT Services

- IT Consulting & Outsourcing
- Data & Analytics
- Cloud Services
- Risk Management
- AI Enablement

### Financial Services

- Fintech
- Wealth Management
- Private Equity (PE)
- Commercial Banking

### Non-Profit

- Professional Associations
- Community Organizations