

FRACTIONAL LEADERSHIP

We don't consult. We embed.

Senior product, marketing & go-to-market leadership from a single role, inside your leadership team one to three days a week. Accountable for the number, not just the advice.

Built for SMB and start-up teams where the founder, GM or CEO is wearing every hat, marketing, product and sales all at once, and a full-time executive hire or a big agency retainer isn't yet justified. You get senior-level experience without the full-time cost. Fractional leadership is growing year on year as organisations look to streamline costs and maximise early results.

WHY A FRACTIONAL CMO OR CPO

01

Senior firepower, fractional cost

Full-time executive judgement without the \$200k+ salary, on-costs and 18-month bad-hire risk.

02

Product and marketing, one seat

The roadmap and the revenue plan finally agree because the same person owns both.

03

Owens the outcome, not the deck

Embedded in the team, executing alongside it. Ongoing, and adapting as your needs change.

THE DIFFERENCE Not a consultant. Not a contractor. A meaningful difference between advice and accountability.

Consultant

Recommends strategy, rarely implements
Deliverable is a document, not an outcome
Engagement ends when the deck is done

Fractional Leader

Embedded in your team, owns and executes
Accountable for measurable outcomes
Full-time firepower, fractional cost

Contractor

Executes tasks, rarely drives strategy
Follows briefs, does not set direction
Replaced when the project ends

COST BENEFIT As well as hitting the ground running from day one, you also can save up to half the costs of a full time hire.

52%

TYPICAL SAVING

less than a full-time hire over six months

THE BENEFITS ARE REAL

Financially a fractional leader will cost half that of a full time hire. However the benefits are not just financial. You can scale the resource up and down when you need to. There is also no long recruitment process and no lengthy contract commitments. Perfect for businesses who need flexible firepower without the pricetag.

THE E4 FRAMEWORK

E⁴ Our approach

A four-stage approach designed to ensure a **win/win and sustainable outcome.**

01 Engage

A half or full day immersion in your business to establish your needs and whether we're a good fit.

OUTPUT

A summarised Discovery
Playback of the problem
and the outcomes you
want.

02 Enhance

We plan the plan.
Together we identify the
actions that enhance
your marketing, product
or GTM.

OUTPUT

A clear set of deliverables
and action plans. Agreed
together with clear goals.

03 Execute

Getting the job done
with your teams,
tracking performance
and measuring results.

OUTPUT

We stay through
execution until you see
the outcomes. Optimising
the plan.

04 Embed

Not a spray and walk
away model. We embed
processes, governance
and ways of working.

OUTPUT

A part-time leader in your
team, or frameworks that
keep delivering or the
processes to run it yourself.

SOME OF OUR CLIENTS

We help clients at all stages of growth, from start-ups, scaleups and SMBs who just need some help in driving sales or retaining revenue.

 Cipher Security

 exaba

 FLSSH

 vGRID

 RIDGE
SECURITY

 DATA CENTRE 220

 Realtor
.CO.NZ

 SECTION 6
ON MISSION

 AG SQUARED
CONSULTING

 ReadyDC

WHERE TO GO FROM HERE

A 30-minute Discovery call. No obligation. No pitch.

A straight conversation about your business and whether we can help.

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"Good tech doesn't always make a great product, and a great product doesn't always sell itself."

Darren Hopper · Founder