



*Now that you've decided to
work with an interim CMO,*

To whom can you turn?

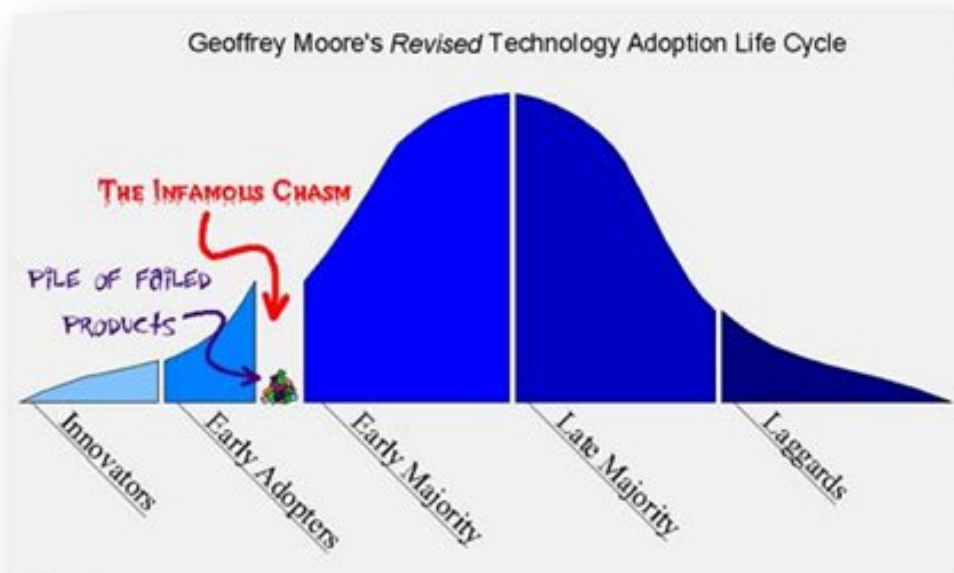
**“NOT EVERY MARKETING PRO CAN
BE AN ‘INTERIM CMO’”**

WHY IS HIRING AN INTERIM CMO A SMART, STRATEGIC MOVE?

How does “Crossing the Chasm” apply to you?

Crossing the Chasm, by Geoffrey Moore, is without a doubt the most influential book (and theory) in tech marketing in the last few decades. When I worked with Moore at Regis McKenna, I appreciated his insight and his wisdom. Since then, I’ve had ample occasion to apply it, to the enduring benefit of my clients.

Here’s a glimpse into some of the thinking about how we’ll approach marketing your company and your products or services.



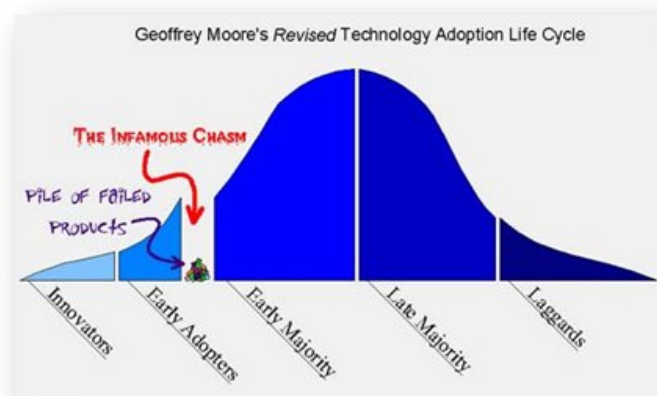
How well do you know your customer?

One of our early steps will be to make sure we know who our audience is -- what their concerns, pain points, and mindset are. We’ll understand where they are on the “Technology Adoption Life Cycle” – a model for understanding the acceptance of new products. This model gives us insight into how buyers evaluate potential solutions, and that helps us to develop the most impactful marketing strategy.



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If you are marketing to “Early Adopters,” that’s a very different marketing style, with very different content, compared to marketing to Early or Late Majority folks. Innovators and Early Adopters just want to be the first in town to own the newest gadget (or FitBit or Tesla). They are not interested in reviews from other customers, they want the new shiny object and are willing to tolerate feature bugs.



Late Majority folks, on the other hand, wait until everyone on the block has one, and it’s really inconvenient to keep on using the old technology (think VCR today). Buyers’ mindsets when adopting new technologies reveal much that must be considered when developing your marketing strategy, positioning and messaging. In fact, in the big picture, the outbound programs are also developed with this concept in mind.

We’ll work hand-in-hand with Sales to be sure that the handoff is smooth. We’ll determine together, up front, what criteria define a “sales ready” lead, and that they are getting the leads they need. The marketing effort is, after all, all about making sales easier.

Whether the big challenge directly in front of us is positioning the company and its products for entry into the market, or growing revenue and market share, or setting the stage for your exit, you can benefit greatly from a fresh, objective perspective.



HIRING AN INTERIM CMO IS A SMART, STRATEGIC MOVE

Of course, this is only the “tip of the iceberg.” I’d love an opportunity to get to know you, to understand your business, and to learn if there is a match between your needs and my capabilities.

Take the next step.

Check out [my background](#) on my website: www.Market-Savvy.com/

Find out about all the [Services](#) we offer.

Check out the [MarketSavvy case studies](#) there so you can see the depth and breadth of some of my actual ‘interim CMO’ roles.

And read about [what our clients have to say](#) about our work.

[Call or email me.](#)

I’ll give you a free, no-obligation 30-minute consultation to assess your situation and your needs.

I look forward to hearing from you!

Theresa Marcroft

Interim CMO

MarketSavvy


Tele: (408) 656.1876

Web: www.Market-Savvy.com

Email: tmarcroft@market-savvy.com

Read client testimonials on the pages that follow...





“Theresa deftly took us through her comprehensive, tried and true process to distill our unique story. We are very happy with the outcome of our positioning and messaging process—our pitch is compelling and accurate.”

“We’re now in a good spot to differentiate our offering in a very crowded market. Having a clear and powerful story around “demand creation” is already helping in our talent acquisition (hiring process), and we believe that it will help drive revenue, too.”

**— David Dowhan
President, TruSignal**

“As Senior VP of Public Safety Solutions, it was my pleasure to observe Theresa in action and benefit from her partnership. She did a brilliant job on our company web site, the San Francisco video, the National Gunfire Index, and a host of other projects that were fundamental to the company during a period of significant transition.



“I was particularly impressed by her willingness to work with me on messaging to our law enforcement partners. She was a quick study on the critical nuances of talking to cops. As a result of her efforts, our messaging has evolved from a traditional technological narrative to a more powerful and aspirational story; a message about saving lives from gun violence. Today we are a different and more impactful company because of her contribution.”

— David Chipman
Senior VP of Public Safety Solutions
SST / ShotSpotter

“I originally hired Theresa as an interim VP of Marketing while we continued to search for a permanent VP of Marketing here in Orange County. After the first three months of working with her, I was so impressed by her contributions that we incorporated Theresa, based in San Jose, into our long-term plan.



“The quality and quantity of work she has done for us have been phenomenal. This was the first time that High Tower was exposed to exceptional marketing talent, and the difference in results was dramatic. It has become clear to me how much more difficult it is for companies to succeed without someone of Theresa’s caliber on their team.”

— Dr. Ursula M. Schwuttke
CEO and Co-Founder
High Tower Software

"Theresa is an extremely knowledgeable and capable professional, with a wide range of skills and experience. I had the opportunity to see her elevate marketing and PR activities in a B2B environment, and received valuable guidance from her that had a meaningful impact on my own business.




"Theresa also demonstrates a deep understanding of the value of loyal customers and how creating raving fans can accelerate sales and marketing efforts.

"Finally, she is an absolute pleasure to work with—friendly, personable, thoughtful and candid. I strongly recommend her for any business that wants raise the bar in Marketing or PR."


— Evan Klein
Founder & President at Satrix Solutions

“Theresa’s marketing work established the ShotSpotter benefits and value like we had never before articulated in my 8 years with the company.



*We now have a very compelling and fact-based story about how we reduce gun violence and make a real difference. The **amazing PR** support we got under **her leadership makes my job easier** because I don’t have to start with an introduction to ShotSpotter. I was happy to connect Theresa directly with my customers for work on the Index and other announcements because she has **great customer relations skills** and the outcome of those projects was always so impressive and persuasive.”*

— Jack Pontious
Regional Sales Director
SST / ShotSpotter



“We’re a very young company, so Theresa started with a blank slate. We appreciated her professionalism; she’s strategic and proactive. As our interim CMO, she effectively introduced us to the U.S. market. She developed our competitive positioning & messaging, quickly created our collateral, completely upgraded our web site, designed our channel partner program, wisely handled analyst & press relations, and kicked off our lead generation efforts, including an SEO/SEM campaign. All of this was done on a modest budget within a challenging timeframe. Theresa ensured that Lucierna was well-positioned for growth, and we were subsequently successfully acquired by SmartBear Software, Inc. in December 2013. I can recommend her highly.”

— Manuel López
CEO, Lucierna Inc.

CONTACT

Theresa Marcroft

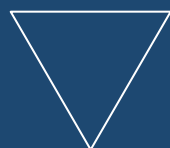
Interim CMO

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**CALL FOR A FREE 30-
MINUTE CONSULTATION**