

DIGITAL RESET BUTTON



Rob Smith Fractional Digital Executive

I'm passionate about helping mid-sized businesses & manufacturers unlock their digital potential and scale efficiently. As founder of [Fractional Digital](#), I serve as a strategic digital advisor and fractional CMO, helping companies maximize their existing tech investments in CRM, web, and marketing automation.

My commitment to the fractional executive community extends through Fractional Conference aka [FRAK](#), the first premier conference for fractional leaders, and [ELLA](#), a groundbreaking SaaS platform designed specifically for fractional CMOs. I also lead [MarTech Circle](#), a collaborative think tank of marketing technology executives.

Beyond business, I'm honored to serve on the board of [Jack's Caregiver Coalition](#), supporting male caregivers through their journey of caring for loved ones.

Let's connect to explore how we might collaborate or share insights!

My superpower is "resetting" marketing and sales digital execution.



Hockey Card Stats



rob@fractional-digital.com



<https://fractional-digital.com/>



651.206.0187



<https://www.linkedin.com/in/robfredsmith/>



Key Skills:

- Digital Marketing Strategy, planning, and execution.
- Marketing Technology, Business Model Design
- Business Process Automation, Six Sigma, Lean, Agile

Ideal clients: Startup to mid-sized businesses, \$5M to \$50M sweet spot

Industries: Experiences in both manufacturer and distributor models but service all industries

Business Models: B2B, B2C, and marketplaces

Scan Me



How you can help me...



I am seeking connections in these areas.

- CEO, CMO, or executive connections with manufacturers and distributors
- B2B SaaS Founders who are trying to expand their markets

Please consider making an introduction, and I'll do the exact same for you!

Some ways to recognize an opportunity where I might be able to help:

Founders who are frustrated with their growth and do not have a CMO

Post-Covid, realize customer expectations have changed, and simply having a website and a CRM is no longer sufficient

Products that “sold themselves”, and now have hit a revenue plateau

Put more simply - most companies have a website and a CRM but nobody ever showed them how to use them to find new business. That's what I teach companies to do.