

MAJED JAN

FRACTIONAL CMO LEADERSHIP

Executive marketing leadership.

Without the executive salary.

Fractional CMO service for companies in Saudi Arabia and the GCC. A senior Chief Marketing Officer inside your business, part-time: strategy, KPI discipline, and direction for your teams and agencies.

Strategy & Positioning

KPI Reporting

Agency Leadership

Campaign Direction

Sales Alignment

You do not need more marketing activity. You need a command center.

Most companies already run ads, publish content, and pay suppliers. The weakness is rarely effort. The weakness is fragmented direction, unclear priorities, and weak accountability.

- Marketing spend with no clear performance logic behind it.
- Agencies producing work without strategic direction from your side.
- Weak connection between marketing activity and sales outcomes.

- Unclear positioning, offer, and audience focus.
- Leadership unable to read marketing performance with confidence.
- A full-time CMO salary your growth stage does not justify yet.

24+

Years of marketing
leadership

2.7M+

Customers reached
through campaigns

90

Days to a working
system

1

Leader accountable
for results

What is a Fractional CMO?

A senior Chief Marketing Officer joining your company part-time. He sets the strategy, directs teams and agencies, builds KPI discipline, and reports to leadership. You get CMO-level thinking at a fraction of the hiring cost. Execution stays with your team and suppliers, under clear briefs and quality control.

Three phases: Diagnose, Direct, Measure.

01

Diagnose

Full audit: customer journey, campaigns, website, content, competitors, and supplier performance.

02

Direct

Set strategy, define priorities, align management, and keep agencies focused on outcomes.

03

Measure

KPI discipline, a fixed reporting rhythm, and reviews deciding what scales and what stops.

— THE FIRST 90 DAYS

A fixed roadmap.

DAYS 1 – 30

Full Audit & Quick Wins

Audit report, priority list, and immediate fixes for the biggest money leaks.

DAYS 31 – 60

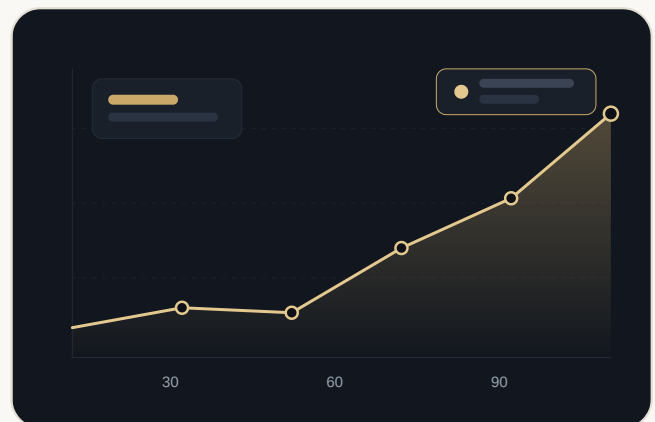
Strategy & Direction

Positioning, audience focus, a 90-day campaign plan, and clear briefs for teams.

DAYS 61 – 90

System & Reporting

KPI dashboard live, meeting rhythm fixed, first executive report delivered.



SERVICE SCOPE

Six leadership areas inside your marketing function.

Marketing Audit

Website, channels, campaigns, offers, competitors, and suppliers.

Strategy & Positioning

Audience clarity, value proposition, and 90-day priorities.

Campaign Leadership

Planning, launch review, optimisation, and scale decisions.

KPI Reporting

Executive dashboards for leads, conversion, and channel efficiency.

Team & Agency Direction

Sharper scopes, better briefs, and stronger follow-up.

Marketing-Sales

Lead quality, handover process, and clearer revenue visibility.

DELIVERABLES

What lands on your desk.

Audit Report Full review of channels, budgets, and suppliers with a priority list.

Strategy Document Positioning, audience, channels, and campaign themes in one file.

90-Day Plan Priorities, owners, deadlines, and expected outcomes.

KPI Dashboard One page: leads, conversion, cost per result, channel performance.

Monthly Executive Report What worked, what failed, and what changes next month.

Three ways to lead marketing.

	Full-Time CMO	Agency Only	Fractional CMO
Sits on whose side	Yours	Their own	Yours
Owns strategy	Yes	Rarely	Yes
Directs agencies	Yes	No, they are the agency	Yes, and audits them
Executive reporting	Yes	Activity reports	Board-ready KPI reports
Time to start	3–6 months to hire	Weeks	Days
Commitment	Long contract	Retainer lock-in	Flexible, scales with you

— ENGAGEMENT LEVELS

Essential

For smaller companies needing structured guidance and a senior monthly view.

- Two strategy meetings per month
- Monthly KPI review
- Campaign and content direction
- Monthly executive summary

RECOMMENDED

Growth

For companies with teams or agencies needing faster decisions.

- Weekly leadership meeting
- Quarterly growth planning
- Campaign optimisation oversight
- Team and agency direction
- Monthly executive KPI report

Executive

For leadership teams wanting a seat at the table and deep involvement.

- Embedded leadership presence
- Board-level reporting
- Annual strategy planning
- Hiring and supplier support

Each level is scoped to your company size, channels, and meeting rhythm after a short discovery call.

Four steps from first call to first report.

1

Discovery Call

30 minutes. You describe the business, I confirm whether the service fits your stage.

2

Scoping

Engagement level, meeting rhythm, and first priorities defined.

3

Audit

First 30 days: full review, priority list, and quick wins.

4

Leadership

Strategy, direction, and steady monthly executive reporting.

— WORKING PRINCIPLES

Numbers before opinion

Every recommendation ties to a KPI. No decisions built on impressions.

On your side of the table

I represent the company's interest with agencies and suppliers, never the reverse.

No vanity metrics

Likes do not pay salaries. Focus stays on leads, conversion, and revenue.

Full confidentiality

Your data, strategy, and numbers stay protected under NDA from day one.

— FAQ

Do you execute or only advise?

I lead. Execution stays with your team or agencies under clear briefs and quality control. Where a gap exists, I help you select the right supplier.

How much time do you spend with us?

It depends on the level. Typically one to three days of focused work per week with a fixed meeting rhythm.

How fast do we see results?

Decision clarity within 30 days. Measurable performance movement within one to two quarters, depending on your sales cycle.

MAJED JAN

FRACTIONAL CMO LEADERSHIP

— THE LEADERSHIP BEHIND IT

24 years building marketing systems, teams, and results.

Complete in-house marketing departments built from zero. Strategy, teams, budgets, and suppliers led at director level. Campaigns reaching millions of customers. Bilingual leadership with deep Arabic market understanding and international executive standards.

Book a Free 30-Minute Consultation

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