

Michael Baer

Fractional CMO & Senior Marketing Strategist

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Strategic marketing leadership for companies at growth inflection points — turning marketing clarity into a durable growth driver.

I work with founders, CEOs, investors, and leadership teams that are not short on effort, but need more clarity, focus, and strategic discipline in how they market, sell, and grow. 35+ years of marketing leadership across Fortune 500s, mid-market companies, startups, and PE/VC-backed businesses.

WHAT I DO

- › Customer insight, ICP & segmentation
- › Positioning, value proposition & messaging
- › Go-to-market strategy
- › Strategic assessments, sprints & workshops
- › Fractional CMO leadership
- › Advisory services

WHO I WORK WITH

Founder-led & early-stage

Turning what lives in the founder's head into a foundation the whole team can use.

Growth-stage & investment-backed

Making marketing and demand investments more disciplined, accountable, and effective.

Healthcare, health tech & complex B2B

Translating complex expertise into clearer, more customer-focused stories and go-to-market.



THE STRATECUTION APPROACH

Strategy built to activate. No customer ever sees your strategy — they only see how it shows up.

01

Understand

Customer, market, category, competition, current story, and buying journey.

02

Clarify

Who you are for, the problem you solve, the value you create, why buyers believe you.

03

Build

Messaging frameworks, sales narrative, website direction, GTM and content priorities.

04

Activate

Leadership guidance, sales alignment, agency direction, and ongoing prioritization.

SELECTED EXPERIENCE

GE HealthCare · Hospital for Special Surgery · Relevante Health · MJH Life Sciences · Aquestive Therapeutics · Haymarket Media · Ipsos · Meetings & Incentives Worldwide · Theralytics

WHAT CHANGES

- › Focus on the customers and opportunities that matter most
- › Go-to-market priorities grounded in strategy, not activity
- › A clearer, more consistent story across sales and marketing
- › Marketing connected directly to sales effectiveness and growth

Let's talk through your growth challenge.

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