



# Angela Hill

CMO & CSO

## About Angela

A 30-year marketing expert, Angela enables B2B companies to build strong lead gen systems, refresh brand architecture, and launch products and services. With extensive experience building integrated martech systems for lead generation, she revs up marketing engines to support sustainable income streams, increasing brand value pre and post M&A. A C-level marketing leader with experience in global business transformation, building brands for Fortune 500 clients, she helps CEOs navigate the challenges of modern marketing to create the right strategy with Blue Ocean differentiation and maximum ROI from marketing budgets.

## How Angela has Helped Businesses Grow

- Prepped and facilitated client acquisitions, ranging in value from \$50 million to \$200 million for publicly disclosed valuations at Incitrio. Leveraged marketing strategy and targeted campaigns to increase brand valuation for maximum ROI and sales benefit, working with global clients as the chief brand strategist.
- Redefined branding and marketing strategy, built a fully integrated CRM and marketing automation system from scratch, and created a marketing engine at Andrews Cooper. Improved tradeshow ROI by 233% using a lean, targeted marketing spend.
- Led a team of UX/UI designers in Europe and partnered with the software development team in Australia and India to take Repositax from concept to complete build-out and helped launch the product within the US.
- Optimized marketing and sales performance at Managed Solution, partnering with the C-suite. Refined processes, systems, and budget; managed and optimized the internal marketing team. Oversaw a complete brand refresh, redefined event tradeshow, improved channel strategy, and partnered with the sales team to increase revenue.
- Assessed, managed, and optimized marketing leveraging an outsourced marketing team at Hall Private Wealth Advisors. Worked with the CEO and Founder to clarify ICP, brand positioning, and marketing strategy to achieve the firm's marketing and sales goals.
- Led creative strategy and development at eBank Communications to build the brand from scratch and launched a service line of comprehensive marketing services for the banking industry, including integrated online marketing strategies paired with anonymization that adhere to strict privacy rules, security, and data integrity concerns.

## Contact Information

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## Executive Experience

- Fractional CMO, Andrews Cooper (Engineering Services)
- Fractional CMO, CCI Solutions (AVL Tech Services)
- Fractional CMO, Charbon Plus (Health & Beauty Products)
- Fractional CMO, Coast Care (Caregiver Services)
- Fractional CMO, DVC Dry Vapor Cleaner (Hardtech Product)
- Fractional CMO, Hall Private Wealth Advisors (Wealth Management Services)
- Fractional CMO, Managed Solution (MSP/IT Services)
- Fractional CMO, Repositax, Inc. (Fintech Software)
- Fractional CMO, Solstead (Solar Product & Services)
- CMO/COO, eBank Communications (Fintech Software)
- CMO, RG Alliance (Accounting & Back Office Services)

## Areas of Expertise

### Industry Experience

- Technology
- Accounting
- AI
- AVL Tech
- BioTech & Life Science
- Construction
- Engineering
- Financial Services
- HardTech
- Health & Beauty
- Healthcare
- Home Services
- Industrials
- Solar
- FinTech
- Manufacturing
- Medical Device (MedTech)
- MSP & IT
- Plumbing & HVAC
- Professional Services
- Software (SAAS)
- Wealth Management

### Specialties

- AI
- ABM
- B2B Marketing
- Brand & Culture Integration + Optimization
- Brand Strategy/Refresh
- Brand Transformation
- Content Production & Strategy
- Creative Strategy
- Demand Generation
- Digital Marketing
- Growth Strategy
- Lead Generation
- Marketing Automation
- Marketing Strategy & Planning
- New Business Development
- Omni-Channel Marketing
- Prep for M&A (through Marketing Transformation)
- Sales & Marketing Alignment
- Sales Strategy & Planning

## Education

- BFA, Visual Communication, Washington University

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