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TOWAN ISOM

# Unleash the Power of Your Organization with *Towan Isom*

Fractional Chief Marketing Officer (CMO)



**MARKET.  
MESSAGE.  
CONVERT.**



*Who Is*

*Towan Isom?*

### **PROVEN LEADERSHIP AND EXPERTISE**

With 30 years of experience in communications, marketing, and public relations, Towan Isom has successfully navigated complex frameworks across the public, private, and nonprofit sectors. Her leadership has been instrumental in marketing change management, designing and integrating sustainable solutions, and spearheading over 110 marketing campaigns, including 67 federal contracts and numerous high-profile commercial brands.

As a Fractional Chief Marketing Officer (CMO), Towan provides flexibility, offering high-level marketing expertise tailored to your needs. Her innovative solutions and fresh perspectives keep organizations competitive, leveraging data-driven decisions for accurate and effective campaigns.

Towan's philosophy of delivering clear value ensures clients receive strategic insights and immediate impact. Her hands-on approach empowers teams, drives growth, and ensures success from day one.

# Towan Isom's *Core Strengths*

### **Leadership and Vision**

- Over 30 years of experience in communications, marketing, and public relations
- Proven track record of driving organizational growth and revenue increases
- Successfully led over 110 marketing campaigns, including 67 federal contracts and high-profile brands

### **Strategic Planning and Implementation**

- Expertise in developing and executing comprehensive marketing strategies
- Skilled in brand positioning, market research, and go-to-market strategies
- Proficient in leveraging data and analytics to inform marketing decisions

### **Cross-Functional Team Leadership**

- Leads a diverse team of 45 employees and 10 consultants
- Facilitates collaboration and maintains trusted working relationships
- Mentors and develops internal marketing teams for improved performance

### **Public Relations and Media Engagement**

- Strong background in managing PR and media campaigns
- Ensures quality and consistency in client marketing and communications
- Established reputation as a public relations and communications powerhouse



# Engage with Towan Isom *Today*

Hiring Towan Isom means partnering with a visionary leader who **brings critical value** to your organization's marketing needs, challenges, and goals. Her hands-on approach and strategic insights will empower your team, drive growth, and ensure success from day one.

## Contact Towan Isom

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