

**DEFINE  
SCALE  
GROW****Isabel García de Salazar****Value Delivered**

- **Define and execute GTM strategies for revenue growth**
- **Build and optimise scalable marketing functions**
- **Align marketing and sales for growth**
- **Develop partnerships and channel ecosystems**
- **Improve efficiency through digital and AI**

**CONTACT** [Isabel@grant-graham.co.uk](mailto:Isabel@grant-graham.co.uk) [www.grant-graham.co.uk](http://www.grant-graham.co.uk)**CONNECT WITH ME:**

If your organisation is looking to scale, enter new markets, or strengthen its marketing leadership, I bring the structure, experience, and commercial mindset to turn marketing into a true growth driver.

Please visit my profile:

[Isabel García de Salazar](#)

**“MARKETING ONLY CREATES VALUE WHEN IT IS DIRECTLY ALIGNED WITH BUSINESS GROWTH AND EXECUTION.”**

**INTRODUCTION**

Isabel is a seasoned Fractional CMO and B2B growth leader with 25+ years of international experience helping organisations scale through clear go-to-market strategy, strong marketing leadership, and commercially aligned execution.

She specialises in working with SMEs, scale-ups, and investor-backed businesses to build or optimise marketing functions, accelerate growth, and align marketing directly with revenue outcomes. Isabel combines strategic clarity with hands-on leadership – ensuring marketing is not only well-defined, but delivers measurable impact.

Her experience spans SaaS, technology, and professional services, where she has built marketing departments from scratch, led global teams, developed partner ecosystems, and improved brand positioning, demand generation, and conversion performance.

**HOW I CAN HELP YOUR BUSINESS**

- **Fractional CMO & Marketing Leadership:** Provide senior marketing leadership on a flexible basis, guiding strategy, teams, and execution without the cost or delay of a full-time hire
- **Go-to-Market Strategy & Growth Acceleration:** Design and implement GTM strategies that strengthen positioning, drive demand, and accelerate revenue growth
- **Marketing Function Build & Optimisation:** Build or restructure marketing teams, processes, and capabilities to support sustainable and scalable growth
- **Strategic Partnerships & Channel Development:** Develop partner ecosystems and channel strategies that expand market reach and create new revenue opportunities