



# SARA BOWEN

## Founder, Cobalt Consulting, fractional CMO

I help manufacturing and industrial service clients achieve business growth with a clear customer acquisition plan.

The combination of my Industrial Engineering degree, proven CMOx methodology, and my experience brings you measurable results.

## THE PROBLEMS I SOLVE

- Improving customer experience to best serve the customer, while maximizing customer lifetime value
- Building a supportive and results-driven marketing department
- Identifying the market size, market growth goals, and applying the correct channels and budget to achieve growth.
- Integration AI solutions into the sales and marketing functions.

## QUESTIONS TO ASK ME

- We don't know where to spend our marketing budget or what it should be in our market, can you help us?
- What message should we be sending our customers? What do they care about?
- How do we keep our customers once we have earned them?
- What do we need to do to keep ahead of all of the changes happening in the marketplace?

## TESTIMONIALS

"I most appreciated Sara's ability to come onto our team and quickly assess situation and team dynamic, identify our strengths, and lead our marketing efforts across multiple mediums."

- Shane Blackmer, Stantec GenerationAV

"As a smaller company, we did not need a full time CMO, but knew that we would be best served with that level of experience. Sara has proven to be an excellent fit."

- Sherry Rose, Stellar Service Brands

## CONNECT

 [consultingcobalt.com](https://www.consultingcobalt.com)



[Schedule an Introduction](#)

 (612)747-2022

**CMOX** Trained in the CMOx Marketing Process

 [Sara Bowen](#)

## BIO

Sara Bowen, a process-driven CMOx based in Cincinnati, OH. Trained as an Industrial Engineer, I launched my process-based marketing agency in 2011. After 13 years of success with the agency, I changed my focus to being a fractional Chief Marketing Officer.

I bring considerable expertise in:

- Marketing leadership
- Marketing strategy
- Building a comprehensive, high-output marketing department
- Data insights
- Marketing budget creation and management
- AI Implementation

Leading manufacturing, home service, and commercial service companies as their marketing leader and CMOx, I have become the leading marketing expert for \$20M to \$50M annual revenue companies.

