

Michel Fortin

Strategic Growth Architect | Executive Growth Strategist | Fractional CSO/CMO
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EXECUTIVE SUMMARY

Strategic executive who architects sustainable growth for companies seeking to scale, pivot, or reignite revenue. With decades of experience auditing, diagnosing, and repairing complex revenue ecosystems, I operate best at the 30,000-foot view. Described as a 'Marketing MacGyver', I excel at identifying hidden bottlenecks in branding, positioning, visibility, and growth that others miss, then architecting strategies and systems to fix them. My track record includes generating over \$1B in career sales and driving quadruple-digit growth for clients across 200+ industries. I leverage my proprietary AI-amplified blueprint and user-first methodologies to deliver human insight at machine speed, helping forward-thinking organizations pivot their strategic direction before the market catches up, including those requiring government-level clearance.

CORE COMPETENCIES

- **Strategic Growth Architecture:** Turnaround strategies for stalled traffic, leads, and revenue.
- **AI-Amplified Methodology:** Creator of proprietary frameworks (RACES) for enterprise AI integration.
- **Revenue and Visibility Audits:** Deep-dive diagnostic 'Sherlocking' to uncover hidden competitive gaps.
- **Brand Positioning:** Creator of Power Positioning aligning brand narrative with commercial intent.
- **Executive Advisory:** Fractional CSO/CMO partnership, mentoring high-potential leadership teams.
- **Search Experience Optimization (SXO):** Shifting from algorithm-chasing to user-intent domination.
- **Security Clearance:** Secret Level II (Government of Canada), expiring September 2029.

PROFESSIONAL EXPERIENCE

Head of Growth | Consulting Success (Vancouver, BC / Remote) | Feb 2025 - Present

Leading demand generation and organic visibility strategy for a premier training organization for consultants.

- **Strategic Transformation:** Architected and led a complete overhaul of the content ecosystem, redirecting the team from volume-based production to an AI-Amplified Organic Visibility strategy.
- **Key Achievement:** Drove organic and AI search impressions up 924% and traffic by 859% YoY by directing the rewrite and consolidation of nearly 100 core assets using proprietary AI workflows.
- **Innovation:** Conceived and launched the organization's first AI Masterclass series and internal Context Vault systems, positioning the brand as a leader in modern consulting methodologies.
- **Revenue Impact:** Achieved a 23.53% QoQ increase in AI-generated Sales Qualified Leads (SQLs), outperforming all other channels combined.

Strategic Advisor and Fractional CMO | Michel Fortin Consulting (Ottawa, ON) | Feb 2016 - Present

Independent consultancy providing strategic audits, turnarounds, team mentoring, and AI-augmented visibility for growth-stage firms.

- **Strategic Turnarounds:** Led deep-dive audits to identify invisible revenue leaks and coached client teams through execution. Recently drove a 1,628% increase in organic traffic over 6 months by restructuring a client's digital footprint.
- **Revenue Impact:** Architected a launch strategy and guided the client's team to generate an additional \$343K in revenue in the first month for a service-based business.
- **Conversion Architecture:** Directed the redesign of content architectures and user journeys, mentoring in-house teams to boost conversions by 64% and Sales Qualified Leads (SQLs) by 90% YoY.

VP of Growth | Musora Media Inc. (Abbotsford, BC / Remote) | Dec 2022 - Oct 2024

Executive leadership for the world's leading digital music education SaaS platform.

- **Diagnostic Audit and Turnaround:** Led a comprehensive 360-degree audit of the company's digital presence, identifying critical gaps in commercial intent capture and technical SEO.
- **Key Achievement:** Reversed a growth plateau by directing the team to achieve a 244% increase in traffic, 79% in visibility, and 115% in leads YoY through a shift to user-first, entity-based SEO and credentialed content.
- **Team Development:** Rebuilt and mentored a cross-functional team of 9 specialists across SEO, paid ads, digital PR, and ASO, shifting them from treadmill tactics toward high-impact, intent-based campaigns.
- **Market Expansion:** Identified untapped international markets and strategic alliances, directing the team to capitalize on them and significantly expand total addressable market (TAM) reach.

Director of Search | seoplus+ (Ottawa, ON) | May 2021 - Nov 2022

Strategic oversight for a multi-award-winning digital agency with 50+ staff managing 200+ accounts.

- **Organizational Restructuring:** Unified three siloed departments (SEO, Paid Ads, Content) under a single growth strategy, leading 18 team members across 3 team leads and reducing client churn from 12% to 3%.
- **Revenue Architecture:** Led the restructuring of product offerings and pricing models, driving an ARR increase of 197% (to \$5M) within 18 months.
- **Change Management:** Directed the agency's own rebrand and digital relaunch, coaching the team to boost organic visibility by 477% and traffic by 2,200%.

Director of Communications | SEO TWIST, Inc. (Ottawa, ON) | Mar 2016 - Feb 2019

Bilingual 32-person Google Premier Partner and Shopify Partner digital marketing agency serving Ontario and Quebec.

- **Multichannel Campaign Leadership:** Led teams that designed, executed, and managed multichannel marketing campaigns across 1K+ client websites, boosting traffic and conversions by up to 284% MoM.
- **Competitive Growth:** Directed strategic audits and competitive initiatives across client accounts, guiding teams to increase search impressions from 640K to 7.2M in one year for a 4,920% YoY growth.
- **Team Development:** Oversaw multiple cross-functional teams of specialists and strategists, mentoring team leads and consulting regularly with stakeholders on strategy and performance.
- **Operational Efficiency:** Introduced streamlined processes and marketing automation platforms across the department, improving campaign execution speed and profitability.

President and Executive Director | Supportibles, Inc. (Ottawa, ON) | Sep 2008 - Sep 2020

Operations leadership for an outsourced customer support services firm.

- **Operational Scaling:** Built and managed a remote operation of 200+ agents with team leads handling 1,500+ daily support requests across 40 active accounts.
- **Efficiency Optimization:** Introduced SaaS automation and streamlined account workflows through team leads, reducing response times by 77%.

CEO and Strategic Advisor | The Success Doctor, Inc. (Ottawa, ON) | Mar 1992 - Feb 2016

Consultancy specializing in direct response copy, positioning, and launch strategy. Grew to 22 staff, 3 managers, and 200+ contractors.

- **Record-Breaking Launch:** Orchestrated the marketing strategy and copy for the Traffic Secrets launch, the first info-product to gross \$1 million in a single day (2004).
- **Business Transformation:** Improved a firm's high-ticket sales by 480% in the first year, piloting their international expansion to 12 new offices over two years.
- **Thought Leadership:** Authored the industry-shaking manifesto *The Death of the Salesletter* (2005), accurately predicting the shift to multimedia and interactive marketing a year before YouTube launched.

EDUCATION AND CERTIFICATIONS

- Mini MBA | Excel Business School, London, UK (CPD-Accredited)
- Certificate in Marketing Management | Algonquin College (Served as Faculty Member)
- Certified Mental Health First Aid | Mental Health Commission of Canada
- Language | French and English EEE/EEE (Highest) Fluency

THOUGHT LEADERSHIP AND PUBLICATIONS

- **Author:** *The AI-Amplified Blueprint* (2025) - A strategic guide to using AI as an expertise amplifier.
- **Author:** *Power Positioning* (2001) - A definitive guide on standing out in hyper-competitive markets.
- **Author:** *Death of The Salesletter* (2005) - A treatise on the rise of multimedia in digital marketing and online sales.
- **Speaker:** Delivered 200+ keynotes and presentations at major industry conferences (WordCamp, Internet Marketing Superconference, Traffic and Conversion Summit) to audiences of up to 10,000.
- **Innovator:** Creator of the RACES Prompting Framework, the FAME Positioning System, the OATH Marketing Formula, and QUEST Copywriting Formula, widely referenced in digital marketing curriculum.