Michel Fortin

Chief Marketing Officer | Chief Growth Officer | Chief Strategy Officer | VP of Marketing & Growth

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EXECUTIVE SUMMARY

Strategic executive who architects sustainable organic growth for companies looking to scale or pivot. Known as a "Marketing MacGyver" for identifying hidden bottlenecks in branding, positioning, content, visibility, and growth that others miss, and building the strategies and systems to fix them. 35-year track record that includes influencing over $3B in revenue and driving quadruple-digit growth across B2B SaaS, agency, ecommerce, and clearance-required verticals. Applies proprietary AI-amplified frameworks and user-first methodologies to deliver human insight at machine speed, helping organizations pivot before the market catches up.

CORE COMPETENCIES

- **Strategic Growth Architecture**. Turnaround strategies for stalled demand, traffic, and leads.
- **AI-Amplified Methodology**. Creator of proprietary frameworks (CASE) for enterprise AI integration.
- **Organic Visibility Audits**. Deep-dive diagnostic "Sherlocking" to uncover hidden competitive gaps.
- **Executive Advisory**. Fractional CMO/CGO/CSO partnership, mentoring high-potential leadership teams.
- **Brand Positioning**. Category-defining brand narrative aligned with commercial intent for market dominance.
- **P&L and Budget Ownership**. Revenue accountability and oversight across growth and marketing functions.
- **Demand Generation**. Authority-building strategy and growth for B2B SaaS and professional services firms.
- **SEO / AEO / SXO**. Shifting from algorithm-chasing to user-intent domination across traditional and AI search.
- **Team Leadership and Development**. Building, mentoring, and scaling high-performance marketing teams.
- **Security Clearance**. Secret Level II (Government of Canada), expiring September 2029.

PROFESSIONAL EXPERIENCE

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

Fractional CMO/CGO/CSO providing audits, strategy, mentoring, and AI-augmented visibility for growth-stage firms.

- On-call advisor to consulting firms generating $1M+ as a member of the Consulting Success Board of Advisors.
- Senior counsel to leadership and elite members on marketing, positioning, AI strategy, and organic visibility. Curriculum architect for the AI Masterclass and strategic lead for SEO and email marketing.
- Led deep-dive audits to identify invisible bottlenecks and coached client teams through execution. Drove a 1,628% YoY increase in organic traffic within 6 months by restructuring the client's digital footprint.
- Architected the brand consolidation, rebrand, and site migration for an international training organization, unifying its sub-brands under one master brand and generating an additional $343K in the first month.
- Directed the redesign of content architectures and user journeys, mentoring in-house teams to boost conversions by 64% and SQLs by 90% YoY using user-first SEO principles.

Head of Growth (CMO scope) | Consulting Success (Vancouver, BC / Remote) | *Feb 2025 - Jun 2026*

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

- Architected and led a complete overhaul of the content ecosystem and positioning, redirecting the team from traditional SEO and volume-based content production to an AI-amplified organic visibility strategy.
- 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.
- 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 and future-proofing their practice.
- Achieved a 23.53% QoQ increase in AI-generated SQLs, outperforming all other channels combined.

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

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

- Led a 360-degree audit of the company's digital presence, identifying critical gaps and opportunities in commercial intent capture, content strategy, ASO, and technical SEO.

- Reversed a growth plateau by directing the team to a 244% increase in traffic and 115% in leads YoY through a shift to user-first, entity-based SEO and credentialed content.
- 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.
- Identified untapped international markets and strategic alliances, directing the team to capitalize on them and significantly expand total addressable market 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.

- 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% during the first year.
- Led the restructuring of offerings and pricing, driving an ARR increase of 197% to $5M within 18 months.
- Spearheaded the agency's site migration, go-to-market refresh, and digital relaunch during a company-wide rebrand, 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 Google Premier Partner and Shopify Partner digital marketing agency serving Ontario and Quebec.

- Led teams that designed, executed, and managed multichannel marketing campaigns across 1K+ client websites, boosting traffic and conversions by up to 284% MoM.
- Directed strategic audits and competitive initiatives across client accounts, guiding teams to scale search impressions from 640K to 7.2M in a single year.
- Oversaw multiple cross-functional teams of specialists and strategists, mentoring team leads and consulting regularly with stakeholders on strategy and performance.
- Introduced streamlined processes and marketing automation platforms across the department, improving campaign execution speed and profitability.

Earlier Career | Founder and Executive Leadership

- Founded and led The Success Doctor, Inc., a direct-response marketing consultancy serving B2B and B2C clients across copy, positioning, and launch strategy. Grew practice to 22 staff, 3 managers, and 200+ contractors. Orchestrated the launch and copy for Traffic Secrets, the first info-product to gross $1M+ in online sales under 18 hours with no paid advertising.
- Co-founded and led Supportibles, Inc., an outsourced customer support operation that scaled to 200+ remote agents handling 1,500+ daily requests across 40 active accounts.

COMMUNITY LEADERSHIP

Fundraiser Spokesperson, Ottawa Regional Cancer Foundation (Ottawa, ON) | *2014 - 2017*.

Provided pro bono marketing, voiceover, and public speaking for annual campaigns that raised over $1.2M.

EDUCATION AND CERTIFICATIONS

- **Mini MBA**. Excel With Business School, London, UK (CPD-Accredited).
- **Certificate in Marketing Management**. Algonquin College (Served as Faculty Member).
- **Teaching Excellence Award**. Marketing Management, Algonquin College.
- **Certified Mental Health First Aid**. Mental Health Commission of Canada (Government of Canada).
- **Languages**. French and English EEE/EEE (Highest) Fluency (Translation Proficiency).

THOUGHT LEADERSHIP AND PUBLICATIONS

- **Author**. Author of The AI-Amplified Blueprint, Power Positioning, and The Death of the Salesletter.
- **Speaker**. Delivered over 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 CASE Prompt Engineering Framework (for AI), FAME Positioning System, OATH Marketing Formula, QUEST Copywriting Formula, and 4S Framework, widely referenced in marketing curriculum.