Michel Fortin

Chief Marketing Officer | Chief Growth Officer | Chief Strategy Officer | VP of Marketing & Growth
Rockland, ON | (613) 255-5274 | michel@michelfortin.com | LinkedIn: @michelguyfortin

EXECUTIVE SUMMARY

Strategic marketing and growth executive who builds organic growth engines for companies looking to scale or pivot. Runs search, AI visibility, content, digital PR, and brand positioning as one connected system that reduces dependence on paid acquisition, while overseeing paid media as one part of the wider marketing mix. Identifies hidden bottlenecks in branding, positioning, content, visibility, and growth others miss, then builds the strategies and systems to fix them. Track record of measurable outcomes, influencing over $3B in career revenue across B2B, agency, ecommerce, SaaS, and clearance-required verticals, including up to quadruple-digit results at multiple growth-stage and professional services firms. Applies proprietary AI-amplified frameworks and user-first methodologies to deliver human insight at machine speed, helping organizations pivot before the market catches up. Currently focused on finding the right next senior leadership seat where organic growth strategy, category positioning, and AI-amplified execution intersect.

CORE COMPETENCIES

- **Strategic Growth Architecture.** Turnaround strategies for stalled demand, traffic, and leads.
- **AI-Amplified Methodology.** AI integration for marketing, content, and discovery across organic channels.
- **Organic Visibility Audits.** Deep-dive diagnostic work to uncover hidden competitive gaps and opportunities.
- **Brand Positioning.** Category-defining brand narrative aligned with commercial intent for market leadership.
- **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 (Search Experience).** User-intent optimization across traditional and AI-mediated 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

Head of Growth (CMO scope) | **Consulting Success** (Vancouver, BC / Remote) | *Feb 2025 - May 2026*
Growth leadership for a premier training organization serving mid-market consulting firms globally.

- 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.
- Grew sessions from AI search 924% and pageviews from AI search 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.
- Achieved a 23.53% QoQ increase in AI-generated SQLs, outperforming all other acquisition channels combined.
- Led a 5-person distributed marketing team across Paid Ads, Organic/SEO, and Digital PR, with 3 direct-report functional heads.

VP of Growth | **Musora Media Inc.** (Abbotsford, BC / Remote) | *Dec 2022 - Oct 2024*
Executive growth leadership for 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.
- Built and mentored a 9-person cross-functional team across SEO, Paid Ads, Digital PR, Content, ASO, and Marketing Operations, shifting the team from treadmill tactics toward high-impact, intent-based campaigns.
- Managed a $2.5M total marketing O&M budget across five brands (Drumeo, Pianote, Guitareo, Songo, Beatschool), including $1.2M in annual paid media.

- 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%.
- Managed a $1.5M annual departmental O&M budget across three unified departments.

Independent Growth Advisory | Ottawa, ON | *Feb 2019 - Apr 2021*
Bridge advisory work between full-time executive roles, serving mid-market and enterprise clients on growth strategy, brand positioning, and go-to-market execution.

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 1,000+ 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).

PUBLICATIONS AND INDUSTRY RECOGNITION

- Author of three books on marketing and positioning, including *The AI-Amplified Blueprint* (2026), *Power Positioning* (2001, revised 2026), and *The Death of the Salesletter* (2005).
- Public and keynote speaker delivering 200+ talks at industry conferences including WordCamp, Internet Marketing Superconference, and Traffic and Conversion Summit.