

Michel Fortin

Vice President of Marketing | Chief Marketing Officer | Head of Growth | Strategic Growth Architect

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EXECUTIVE SUMMARY

Strategic executive who architects sustainable growth for companies scaling, pivoting, or reigniting revenue. Known as the "Marketing MacGyver" for identifying hidden bottlenecks in branding, positioning, visibility, and growth that others miss, then architecting strategies and systems to fix them. Track record includes generating over \$1B in client sales and driving quadruple-digit growth across B2B SaaS, agency, e-commerce, and clearance-required verticals. I apply proprietary AI-amplified frameworks and user-first methodologies to deliver human insight at machine speed, helping forward-thinking organizations pivot before the market catches up.

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.

- Architected and led a complete overhaul of the content ecosystem, redirecting the team from volume-based production to an AI-amplified organic visibility strategy.
- Drove organic and AI search impressions up 924% 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 Sales Qualified Leads, 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.

- Led deep-dive audits to identify invisible revenue leaks and coached client teams through execution. Drove a 1,628% increase in organic traffic over 6 months for one client by restructuring their digital footprint.
- 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.
- Directed the redesign of content architectures and user journeys, mentoring in-house teams to boost conversions by 64% 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.

- Led a 360-degree audit of the company's digital presence, identifying critical gaps in commercial intent capture 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%.
- Led the restructuring of product offerings and pricing models, driving an ARR increase of 197% to \$5M within 18 months.
- Directed the agency's own rebrand and digital relaunch, coaching the team to boost organic visibility by 477%.

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.

- 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 the firm to 22 staff, 3 managers, and 200+ contractors. Orchestrated the marketing strategy and copy for the Traffic Secrets launch, the first info-product to gross \$1 million in a single day.
- 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.

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.
- **Languages.** French and English EEE/EEE (Highest) Fluency.

THOUGHT LEADERSHIP AND PUBLICATIONS

- **Author.** Author of The AI-Amplified Blueprint, Power Positioning, and The Death of the Salesletter.
- **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.