

Michel Fortin

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

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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. My track record includes influencing 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 (CASE) 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

Strategic Advisor | Consulting Success (Vancouver, BC / Remote) | Jun 2026 - Present

Senior strategist providing counsel to leadership and elite members of the firm's flagship coaching program.

- Positioning, AI strategy, organic visibility, and marketing direction guidance for Consulting Success leadership.
- Curriculum architect for the AI Masterclass and strategic lead for organic visibility, SEO, and email marketing.
- On-call senior advisor to consulting firms generating \$1M+ annually on SEO, AI, positioning, and growth.

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

Strategy leader directing demand generation and organic visibility at 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% 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.
- Achieved a 23.53% QoQ increase in AI-generated SQLs, outperforming all other channels combined.

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

Strategic advisor providing audits, turnarounds, 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 the brand consolidation and rebrand, guiding the 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% and SQLs by 90% YoY using user-first SEO principles.

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

Executive leader steering growth at 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

Department lead providing strategic oversight at an award-winning 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, 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

Communications lead directing a bilingual 32-person Google Premier Partner and Shopify Partner marketing agency.

- 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 to 22 staff, 3 managers, and 200+ contractors. Orchestrated the launch and copy for Traffic Secrets, the first info-product to gross \$1M+ in 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.

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, with translation proficiency.

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 CASE Prompting Framework, the FAME Positioning System, the OATH Marketing Formula, QUEST Copywriting Formula, and the 4S Framework, widely referenced in digital marketing curriculum.