

# 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 "Discerning Innovator" and "Marketing MacGyver," I excel at identifying hidden bottlenecks in branding, positioning, and organic visibility 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 don't just "run marketing"; I modernize it. 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 & 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 for a premier training organization for consultants.*

- **Strategic Transformation:** Architected a complete overhaul of the content ecosystem, shifting from volume-based production to an **AI-Amplified Organic Visibility** strategy.
- **Key Achievement: Exploded organic and AI search impressions by 924%** and traffic by **859% YoY** by rewriting and consolidating nearly 100 core assets using proprietary AI workflows.
- **Innovation:** Designed and deployed 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.

**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 & Turnaround:** Conducted a comprehensive 360° audit of the company's digital presence, identifying critical gaps in "commercial intent" capture and technical SEO.
- **Key Achievement:** Reversed a growth plateau to achieve a **244% increase in traffic**, **79% increase in visibility**, and **115% increase in leads YoY** by shifting the strategy toward "User-First" entity-based SEO and credentializing content.
- **Strategic Leadership:** Architected the strategic direction for a cross-functional team of 9, moving them away from "treadmill" tactics toward high-impact, intent-based campaigns.
- **Market Expansion:** Uncovered and capitalized on untapped international markets and strategic alliances, significantly expanding the TAM (Total Addressable Market) reach.

**DIRECTOR OF SEARCH MARKETING | seoplus+ (Ottawa, ON) May 2021 – Nov 2022**  
*Strategic oversight for a multi-award-winning digital agency managing 200+ accounts.*

- **Organizational Restructuring:** Rebuilt and integrated three siloed departments (SEO, Paid Ads, Content) into a unified growth engine, directly resulting in a **churn reduction from 12% to 3%**.
- **Revenue Architecture:** Spearheaded the restructuring of product offerings and pricing models, driving an **ARR increase of 197%** (to \$5M) within 18 months.
- **Change Management:** Architected the agency's own rebrand and digital relaunch, boosting internal visibility by **477%** and traffic by **2,200%**.

**STRATEGIC ADVISOR & FRACTIONAL CMO | Michel Fortin Consulting (Ottawa, ON) Feb 2016 – Present**  
*Independent consultancy specializing in strategic audits, turnarounds, and AI-augmented visibility.*

- **Strategic Turnarounds:** Executed deep-dive "Sherlock" audits to identify invisible revenue leaks. Recently drove a **1,628% increase in organic traffic** over 6 months for a private client by restructuring their digital footprint.
- **Revenue Impact:** Architected a launch strategy that generated an **additional \$343K in revenue** in the first month for a service-based client.
- **Conversion Architecture:** Revamped content architectures and user journeys, boosting conversions by **64%** and Sales Qualified Leads (SQLs) by **90% YoY**.

**PRESIDENT & EXECUTIVE DIRECTOR | Supportibles, Inc. (Ottawa, ON) Sep 2008 – Sep 2020**  
*Operations leadership for an outsourced customer support services firm.*

- **Operational Scaling:** Co-managed operations for a remote staff of **200+ agents** handling 1,500+ daily support requests across 40 active accounts.
- **Efficiency Optimization:** Implemented SaaS automation and streamlined account workflows, reducing response times by **77%**.

**CEO & STRATEGIC ADVISOR | The Success Doctor, Inc. (Ottawa, ON) Mar 1992 – Feb 2016**  
*Foundational consultancy specializing in direct response copy, positioning, and launch strategy.*

- **Record-Breaking Launch:** Orchestrated the marketing strategy and copy for the "**Traffic Secrets**" launch, famous for being 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 & 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 & PUBLICATIONS

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