

Senior marketing leadership. *Wherever you are.*

Fractional CMO leadership for CRE, mixed-use, and growth-stage brands nationwide. Phoenix-based, with a national engagement model built for scale.

Leslie Himley

FOUNDER & FRACTIONAL CMO



LH Strategic Advisory

lhstrategicadvisory.com · leslie@lhstrategicadvisory.com · Phoenix, AZ · National Reach.

SOUND FAMILIAR?

You don't need another tactician. *You need a strategist.*

- 01**
Your marketing is busy but not moving the needle.
Campaigns are running. Social is posting. The agency is invoicing. But nobody can tell you what it's doing for pipeline, leasing velocity, or asset performance.
- 02**
You need CMO thinking at a non-CMO budget.
A full-time CMO runs \$250K-\$400K plus equity. Most growing businesses don't need that much CMO. They need the right one, for the right hours.
- 03**
Your team needs leadership, not another vendor.
You have people doing marketing work, but no one setting direction, holding agencies accountable, or tying activity to business outcomes.

THE LHSA APPROACH

Operating as an extension of ownership.

- 01**
Align brand, leasing, and experience from day one
- 02**
Build systems that drive occupancy, traffic, and NOI
- 03**
Position for tenants, consumers, and investors
- 04**
Connect activation and partnerships to revenue
- 05**
Lead with accountability, not activity

\$1B+
IN PROJECTS AND PLACES SUPPORTED

\$20M+
ANNUAL MEDIA BUDGET

\$950K+
ANNUAL SPONSORSHIP REVENUE

20+
YEARS OF EXPERIENCE

THE NATIONAL MODEL

Phoenix-based. *Embedded everywhere your business is.*

A fractional CMO doesn't have to live in your city to lead your marketing. Here's how national engagements actually work, and what makes remote executive leadership effective.

On-site when it counts.

Quarterly travel for leadership meetings, launches, major milestones. Airfare and hotel covered in the retainer, not billed extra.

Weekly leadership cadence.

Standing video calls with founders, leadership, agencies. Shared dashboards. Rapid response in Slack, Teams, or your tool of choice.

Full integration with your team.

I operate as part of your leadership team, not as a vendor. Agencies and internal marketers report through me when that's the model.

Nationally sourced partners.

Trusted vendor relationships across major metros: production, PR, media, creative. You get a curated network, not a referral list.

CORE ENGAGEMENTS

Fractional CMO

Embedded C-level leadership.

Strategic Retainer

Ongoing counsel for positioning.

Project-Based

Defined scopes for launch or repo.

Marketing Audit

First 30 days. Clarity and action plan.

HOW WE WORK

i. Discovery Call

30 minutes. No pitch.

ii. Proposal & Scope

Hours, KPIs, engagement length.

iii. 30-Day Audit

Team, budget, brand, vendors.

iv. Ongoing Leadership

Weekly cadence. Quarterly reviews.

PROVEN RESULTS

+320%

Foot traffic lift

40 to 85%

Office occupancy

+71.6%

Database growth, 7 months

-58%

Marketing spend (High St., PHX)

\$30M

Capital improvements supported

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FOUNDER & FRACTIONAL CMO · LH STRATEGIC ADVISORY

Twenty years in marketing. Fifteen specialized in commercial real estate, leading \$1B+ portfolios across CRE, mixed-use, hospitality, healthcare, and growth-stage brands. Phoenix-based, with engagements across major markets. Every engagement is led personally. No junior handoffs. No agency handshake.

RECOGNITION

ICSC MAXI Awards

Gold & Silver, Marketing Innovation

American Advertising Awards

ADDYs: Branded Content, Cinematography

American Graphic Design Awards

Website & Digital Campaign Excellence

|| *She doesn't operate like a marketing lead. She aligns ownership, leasing, and execution in a way that directly impacts asset performance. That's rare.*

Charles Ferguson · Senior Vice President, Scanlan Kemper Bard

Let's talk.

A 30-minute call to talk through your business. No pitch. No pressure.

leslie@lhstrategicadvisory.com

fractionalcmo.com

cal.com/lesliehimley-lhsa