Golden Impressions

FRACTIONAL EXECUTIVE LEADERSHIP

Executive leadership.
Without the full-time commitment.

Not every company needs a full-time executive to lead growth. GI provides fractional leadership that brings strategic direction, executive-level expertise and hands-on management to key areas of your business.



We work alongside your team to establish priorities, align resources, guide execution and turn business objectives into measurable progress—providing the leadership you need, when you need it.

THREE LEADERSHIP DISCIPLINES. ONE CONNECTED GROWTH AGENDA

FRACTIONAL CMO	FRACTIONAL SVP SALES	FRACTIONAL CFO
Marketing strategy & leadership	**Sales & business development**	**Financial strategy & leadership**
Market positioning	Market development	Financial performance
Communications & brand	Pipeline development	Strategic decision support
Commercialization	Customer acquisition	Capital planning
Growth strategy	Revenue growth	M&A and business expansion

OUR LEADERSHIP TEAM

Experience that moves business forward.

GI brings together experienced executives with complementary expertise across marketing, sales, business development,

A COMPLEMENTARY LEADERSHIP TEAM



KRISTI FURRER

Fractional CMO | Founder & CEO

30+ years in technology marketing and communications; leadership experience from venture-backed startups to Fortune 50 companies.



SCOTT LYTHGOE

Fractional SVP Sales | Managing Partner

30+ years in sales, marketing and business development; launched Ball Wireless and led major market and account initiatives.



VICTOR RUMANA

Fractional CFO | Senior Business Services Advisor

30+ years in senior finance plus 15+ years consulting; expertise in capital markets, IPOs, M&A and financial operations.