

SPEAKER KIT

Brandy Morton

FRACTIONAL CMO & B2B GROWTH
STRATEGIST

*The operator's view on
growth-stage
marketing, AI, and
what actually drives
revenue.*

PIPELINE

2x

quarterly pipeline in 90 days

AI VISIBILITY

8x

growth in AI search citations

DEAL SIZE

3.4x

lift in average deal size

EXPERIENCE

20+

years progressive leadership

An operator at the mic — not a talking head.

01

She's done the job.

She's run the play firsthand — Brandy works with teams past product-market fit, focused on building, scaling, and creating steady, predictable pipeline over chasing the next shiny object.

02

She brings receipts.

Outcomes with the numbers attached — 65% of new-business revenue sourced by marketing, pipeline doubled in 90 days, deal size up 3.4x.

03

A real point of view, not hot takes.

Actionable strategies audiences can use — the architecture of growth-stage marketing, the right sequence for AI, and the moment the old playbook breaks.

04

She makes AI make sense.

Fundamentals first, technology second. A PR-rooted operator who cuts the hype and hands listeners the order of operations — direction, not noise.

Stage-Worthy Conversations.

THEME 01

Architecture Over Activity

Why the fix is never more activity.

- Why most growth-stage companies don't have a marketing problem — they have an architecture problem
- Activity scales linearly. Architecture compounds. The difference, and why it matters
- What senior marketing leadership actually looks like at the executive table

THEME 02

Sequencing AI in Marketing

Getting the order of operations right.

- AI is velocity, strategy is direction: getting the order right in 2026
- Fundamentals first, cutting-edge technology second
- Why most teams are using 2026 tools to scale 2015 problems

THEME 03

Earned Beats Paid

The PR engine behind 167M impressions.

- The PR playbook behind a research campaign that reached 167M impressions
- How one original research report becomes a long-term demand engine
- Be helpful to journalists before you need them: trust as a strategy

THEME 04

The Critical Growth Moment

When the old playbook stops working.

- The playbook that got you to \$2M won't get you to \$10M
- Fractional vs. full-time: when to bring in senior marketing leadership — and the cost of getting it wrong
- Turning one strong quarter into a repeatable year

THEME 05

When Sales Blames Marketing

Two teams turned into one revenue motion.

- How two teams pointing fingers became one aligned revenue motion
- Tying every marketing dollar to revenue, so marketing stops being a cost center
- Building a demand engine that survives the next leadership change

THEME 06

Women, Revenue & Leadership

Leading from outside the org chart.

- The operator's path: building a fractional practice and leading from outside the org chart
- Visibility and voice for women in revenue
- Scaling the business without scaling the burnout

THEME 07 · BRANDY'S FAVORITE

The Old-School Glow-Up

Applying new-school innovation to old-school fundamentals.

- Giving proven best practices a new-school glow-up — instead of chasing the next shiny tactic
- How AI-powered search is sending real results to old-school blogs built for it
- The fundamentals worth keeping, and the ones worth modernizing



*The operator founders call when the **playbook stops** working.*

Brandy Morton is Founder & CEO of Brandy Morton Marketing and a Fractional CMO for growth-stage B2B companies. She steps in at the inflection point — when the playbook that got a company here can't get it to the next chapter.

Published in *The AI Journal* on building marketing teams around AI, she's active in Women in Revenue, Wednesday Women, and CMO Alliance. Based in Atlanta.

“

*Brandy did a fantastic job connecting the B2B marketing dots on my podcast, The C-Suite Edge. She shared a holistic perspective showing the connectivity across branding, storytelling and demand. Out of the hundreds of executives and founders I've interviewed for the show, **Brandy is the one who made the path clear.***



John Light

CEO, SBR2TH · Host, The C-Suite Edge Podcast

Generous on the mic, impactful for the business.

“

*Brandy is deeply knowledgeable about creative ways to drive revenue. She's also an intelligent and professional speaker who was **a joy to work with**. I felt inspired and energized by what she brought to the conversation.*

MARISA SANFILIPPO
Host of Humanized



“

Brandy Morton was a standout guest — sharp, grounded, and genuinely human.

She brings real clarity to B2B growth and demand gen, reframing paid media where it belongs: as a trust + systems game, not a magic trick.

*If you want **strategy with receipts** (and zero fluff), Brandy's the real deal.*

ADAM BARNEY
Host of Is Anything Real?



“

*Brandy is always ahead of the game and is a fantastic planner. This allows her to adapt quickly to change and **drive the right outcomes** needed to build the business.*

JEFF HASSEMER
Founder, Firestarter.ai



“

*Brandy's ability to bring order to complexity and align marketing efforts directly with revenue goals was transformational — **she was instrumental in turning the business to growth**.*

JAMES BRUNI
Managing Director,
GBC



Recent conversations.



HUMANIZED • EP 3

B2B PR Strategy: The Playbook Behind 167M Impressions & a Money20/20 Stage

► [Listen on Spotify](#)



THE C-SUITE EDGE

Brandy Morton, Founder & CEO, Brandy Morton Marketing

► [Watch on YouTube](#)



POWER WOMEN WELLNESS • EP 68

From Scaling SaaS to Scaling Self-Care: A Conversation with Brandy Morton

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IS ANYTHING REAL? • EP 44

Equity Over Optics: Human-Centered Demand Gen in Regulated B2B

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30+ features across the marketing & business press.

	THE AI JOURNAL	
		
		



An intro, ready for air.

VERBATIM INTRO • ~20 SECONDS

Our guest today is Brandy Morton — a Fractional CMO & B2B Growth Strategist in Atlanta. With 20 years of cross-industry experience, she steps in at **a critical growth moment** — turning marketing into a scalable, measurable revenue engine, recently doubling the quarterly pipeline in 90 days.

Today she's sharing what she's learned about your topic. Please welcome Brandy Morton.

Available for podcasts, panels, expert commentary, and team workshops.

*Happy to come with a specific story and the numbers
behind it — or to shape an angle with you ahead of
time.*

*Internal sessions and lunch-and-learns for marketing,
sales, and revenue teams.*

BOOK BRANDY

[linkedin.com/in/brandybmorton](https://www.linkedin.com/in/brandybmorton)

brandy@brandymortonmarketing.com

[brandybmortonmarketing.com](https://www.brandybmortonmarketing.com)

Atlanta, Georgia