JP | JUSTIN PANZER

FRACTIONAL MARKETING LEADER & GTM ADVISOR

Solving What's Stuck. Scaling What Works.

I help B2B technology companies turn marketing into a disciplined, revenue-aligned growth engine. Whether building from zero or fixing under-performance, I design and run strategy, structure, and programs that increase pipeline and win rate, cut CAC, and clarify attribution to revenue.

Signals It's Time To Bring Me In

- **First marketing hire** decision: strategy vs. execution isn't clear, seniority is costly
- Top-of-funnel looks fine, but **pipeline and ARR aren't growing**
- New market/segment entry or growth has **stalled after early adopters**
- **Attribution fog**: can't measure performance confidently, revenue attribution is unclear
- **High CAC** and low conversion, marketing ROI feels blocked

Impact & Outcomes I Deliver

- Improved **pipeline quality and funnel conversion**
- Higher **win rates** and faster **deal velocity**
- Cleaner data and **trusted attribution**
- **Optimized CAC**, greater **ROI**, quicker **payback**
- Direct line from GTM programs to **revenue**
- **Low risk, high impact**: Start fast ➜ results quickly ➜ flex up/down as needed

What I Run: 90-Day GTM Audit & Activation Sprint

Engagements start with a focused sprint to refine strategy, (re)launch the right campaigns, and install reporting so you can see early movement in the metrics that matter and have a repeatable growth structure that I can run on an ongoing basis or hand off cleanly for your team to scale.

Let's Talk About Growth

Scan the QR or email justin@justinpanzer.com to book a ≤ 30-minute working session. I'll review your ICP, messaging platform, and measurement frameworks and outline 2-3 high-ROI moves to unlock growth.

Practice Areas

Messaging & Positioning
Offer narrative, proof, enablement

GTM & Product Marketing
ICP, value prop, market launch

Demand Gen & Conversion
Campaigns, lead flows, ABM plays

Marketing Ops & Measurement
Dashboards, attribution, tech stack

Who I Work With

- Technology and tech-enabled businesses with complex B2B/enterprise sales models
- Growth-stage companies moving from early adopter traction to mainstream market penetration
- Executives, GTM leaders, and investors at founder-led, PE-backed, or growth-stage companies
- Vertical and domain expertise: SaaS & enterprise software, AI/ML platforms, telecom & IoT, hospitality, health/medtech

How We Work Together: 4-Phase Growth Methodology

1. **ASSESS & ALIGN**
2. **STRATEGIZE & STRUCTURE**
3. **ACTIVATE & DELIVER**
4. **MEASURE & SCALE**
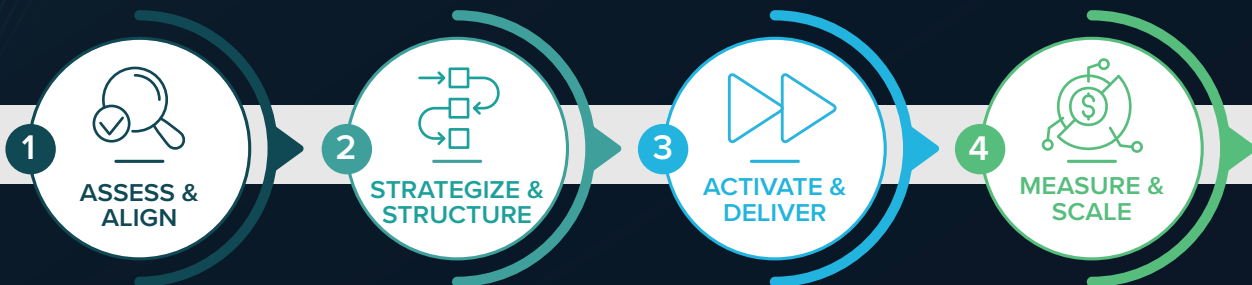
Weekly cadence • Shared dashboards • Clear exit criteria

Results Delivered

Market Entry
$80M - $350M
Revenue growth
in < 5 years

Demand Gen
2.4x
ICP-fit
inbounds

Repositioning
+41%
AACV
growth

Messaging
$2.1M
Pipeline growth in
≤ 3 mos

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