

# Fotine Sotiropoulos



(207) 420-4895 ♦ fasotirop@gmail.com ♦ [LinkedIn](#) ♦ [Website](#)

**B2B and B2C Marketing & Customer Executive | Brand Architect & GTM Expert | Digital Transformation Leader  
Cultivator of Talent | Marketing Consultant**

"Do not go where the path may lead. Go instead where there is no path and leave a trail." - Ralph Waldo Emerson

## Selected Accomplishments

- **Generated 35% growth** in stagnant categories; transformed brand and established clear value proposition
- **Bolstered reoccurring revenue by 20%**; revitalized loyalty program
- **Increased leads**, website impressions and LinkedIn followers **by 30%**; developed digital marketing channel
- Directed cross-functional product development teams; GTM plans that resulted in **40% sales and 50% increase in sales engagement**
- **Accelerated revenue by 53%** and engagement by 40%; implemented customer engagement strategies and live customer experiences
- Developed world-class training model; **slashed time to competency by 20% and increased revenue by 25%**
- Launched marketing training and development program; **increased team productivity by 50%**

## Signature Competencies

Business Acumen | Strategic Business Planning | Insight Generation & Strategy Creation | Global Brand Value Proposition Product Launches Organizational & Team Development Global Marketing | Digital Communications | Go-To-Market (GTM) Strategy | Channel Management | Sales Enablement | SEO&SEM | Vendor Management | Competitive Intelligence

## Pioneering Growth | Expanding Markets | Driving Revenue

Fotine Sotiropoulos is a highly skilled professional delivering unparalleled support to companies in defining their marketing strategies and strengthening team performance. Fotine's deep understanding of best-in-class marketing strategies enables her to drive business growth and achieve remarkable results. She has a proven track record of developing customized marketing plans that align with company goals and engage target audiences.

Fotine's expertise spans startups to large, global corporations. She is adept at tailoring her approach to organizations' specific needs and challenges.

Fotine has a strong background in team development and optimization, enabling her to build high-performing marketing teams capable of executing successful marketing initiatives.

With her strategic acumen, extensive industry knowledge, and collaborative approach, Fotine is a driving force behind companies achieving their marketing objectives and generating long-term growth.

## Services Offered

- Strategic Marketing Leadership
- Business and Marketing Strategy Development & Execution
- Product Management and GTM Expertise
- Customer Insights and Value Proposition Development
- Market Positioning and Brand Building
- Digital Channel Strategy Development
- Advanced Presentation and Storytelling Expertise
- Builder of Internal Marketing Capacity and Skills