



MARKETEC

Building the Operating Systems Behind High-Performing GTM Teams

Marketing Operations · MarTech · GTM Systems · Automation · Integration



The GTM Technology Stack vs. Operational Reality

Great technology does not automatically create great GTM execution.

THE STACK ON PAPER

Best-in-class platforms

Automation capability

Rich customer data

Advanced analytics & reporting

Connected tooling



≠ Better execution

THE OPERATIONAL REALITY

Fragmented systems

Poor data quality

Broken handoffs

Manual operations

Inefficient workflows

Limited visibility

Marketing-Sales misalignment

Underutilized platforms

It Looks Like a Technology Problem. It Usually Isn't.

In most GTM environments, the platform is not the constraint — the operating model is.

WHAT GETS DIAGNOSED

“We need a better platform.”

New tools are purchased. Migrations are completed. Yet the same operational symptoms often return.



WHAT'S REALLY CAUSING THE PROBLEM

Process gaps

Unclear ownership

Poor data

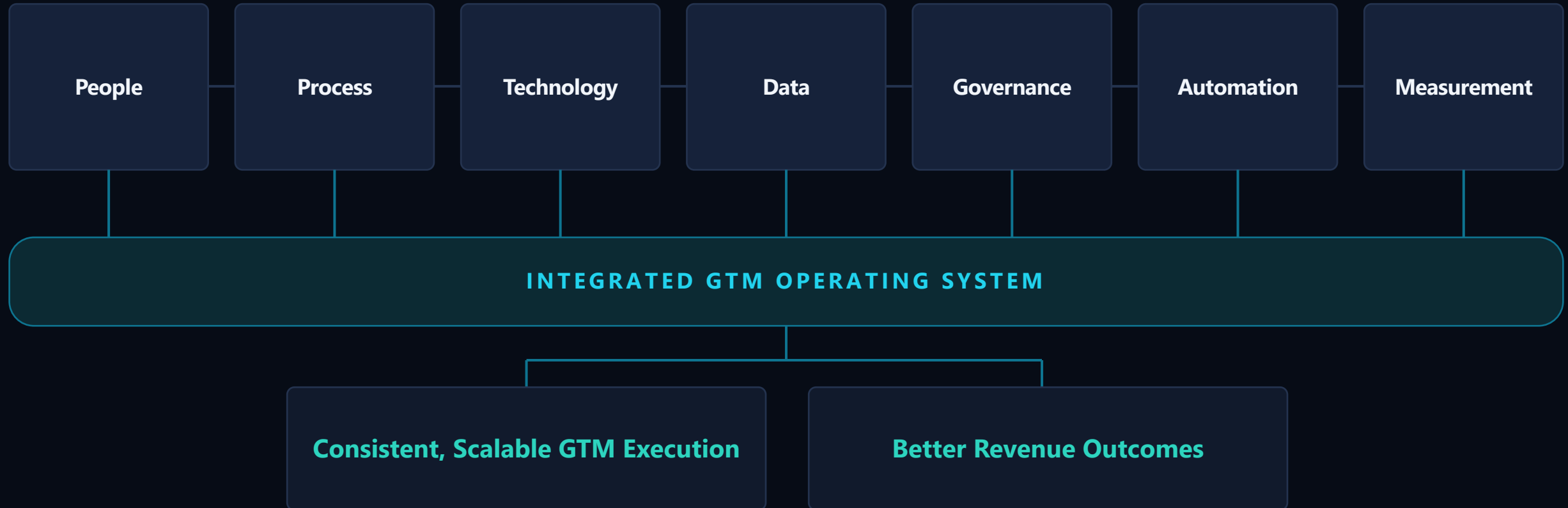
Weak governance

Broken workflows

Cross-functional misalignment

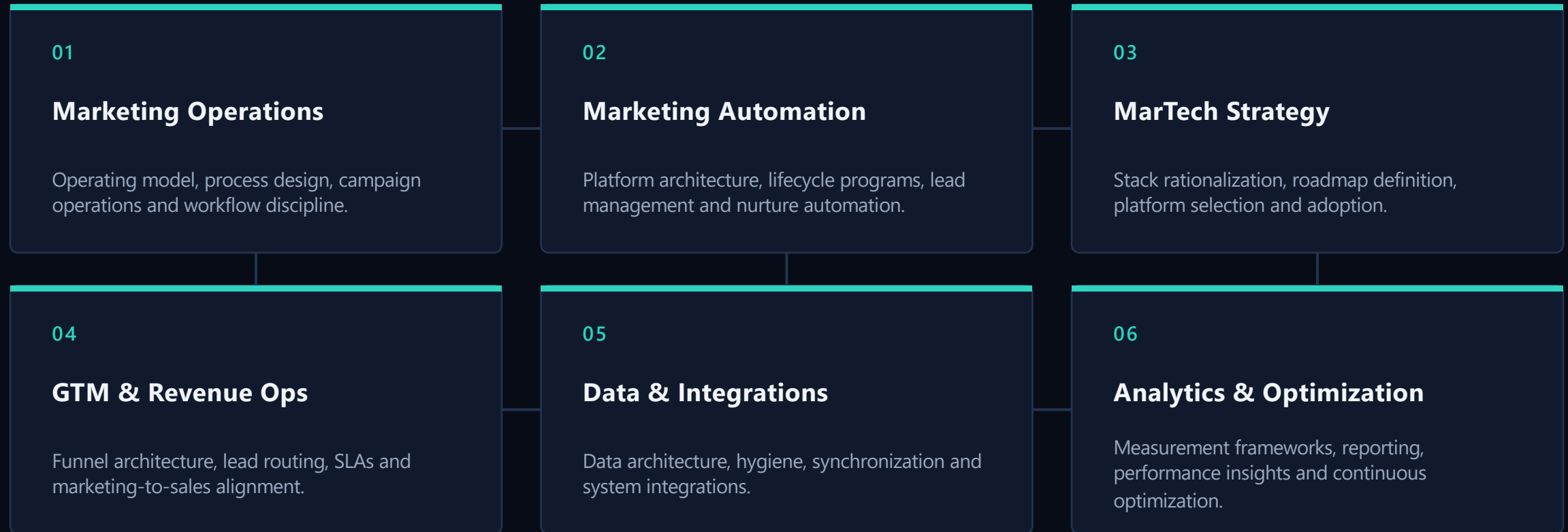
The Connected GTM Operating System

High-performing GTM teams connect seven components into one operating system.



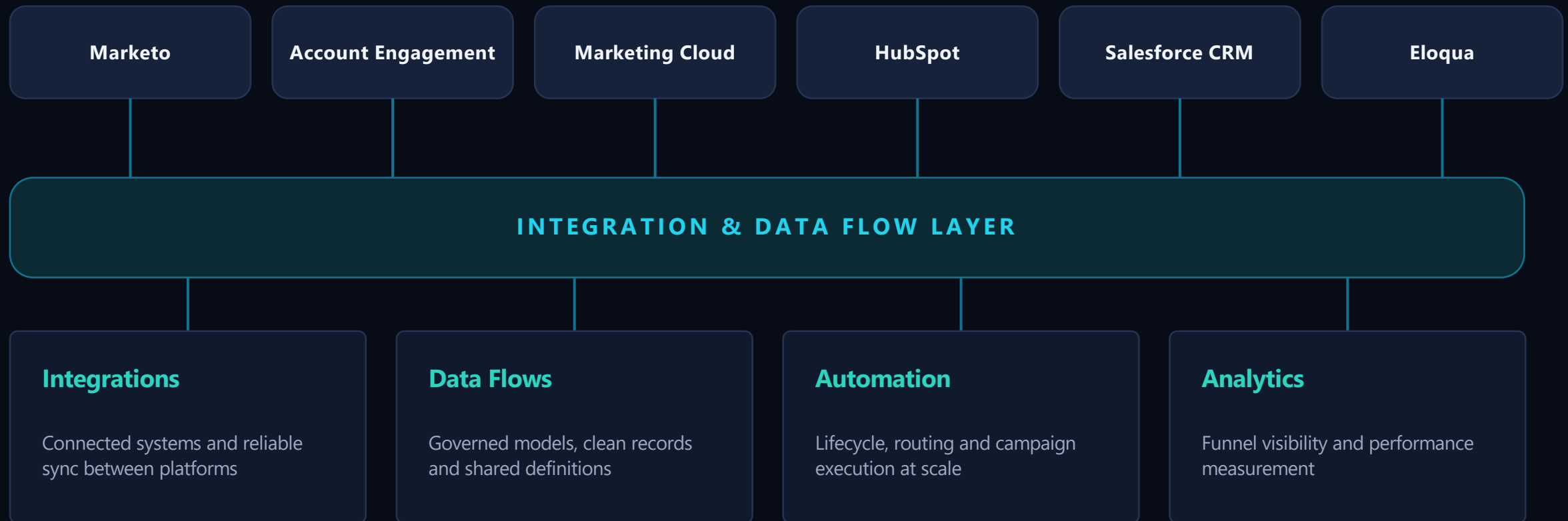
How Marketec Builds Better GTM Systems

Six connected capabilities designed to strengthen the entire GTM operating system.



The MarTech Ecosystem, Connected End-to-End

Platform expertise is only valuable when the systems, data and workflows work together.



Experience That Shapes How We Work

Built through hands-on experience solving complex marketing, MarTech and GTM operating challenges.

20+ Years

MarTech and enterprise technology experience across complex, regulated and global environments.

12+ Years

Marketing operations and automation, from platform build to day-to-day execution.

Enterprise platform experience

Hands-on across leading automation and CRM platforms.

Complex GTM environments

Multi-region, multi-product and multi-team structures.

Strategy plus execution

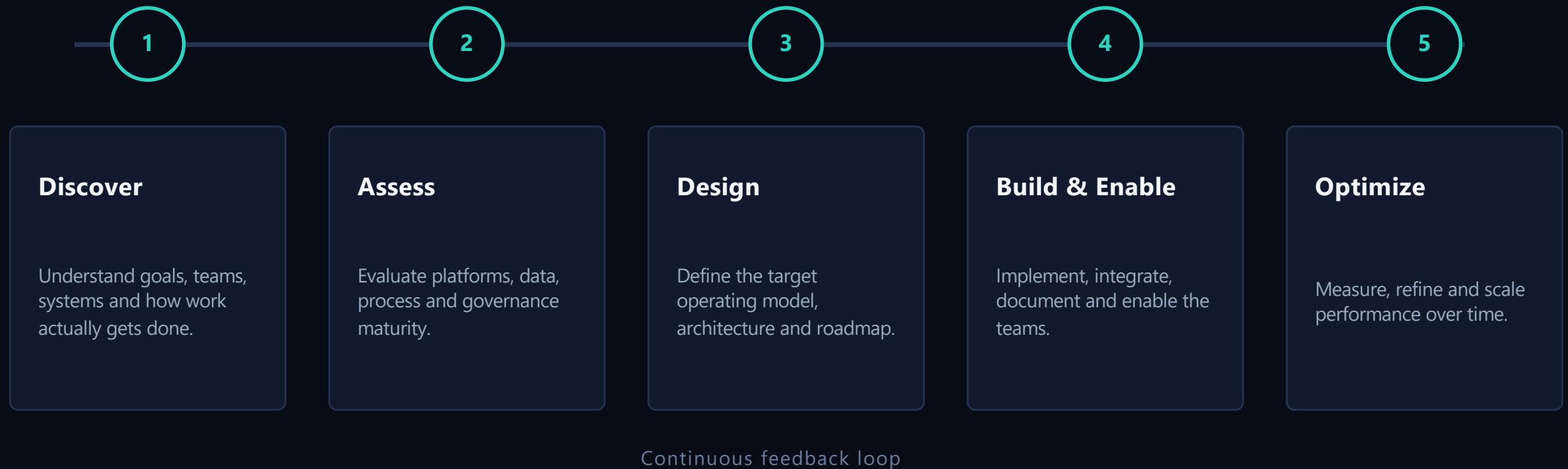
The roadmap and the build — not one without the other.

Cross-functional perspective

Marketing, sales, revenue operations and IT.

A Five-Stage Delivery Journey

A structured path from understanding the environment to sustained optimisation.



Challenge → Intervention → Outcome

Illustrative examples of how operational problems are resolved.

CHALLENGE

INTERVENTION

OUTCOME



Why Marketec

What makes working with Marketec different in practice.

1

Practitioner experience

Built and run these systems, not just advised on them.

2

Strategy plus execution

From operating model design through to hands-on delivery.

3

Platform plus process expertise

Technology depth paired with operational design.

4

Enterprise mindset

Governance, scale and complexity handled as standard.

5

Flexible engagement

Scoped to the need — advisory through to embedded delivery.

6

Outcome-focused approach

Measured on GTM execution, not activity volume.

A Flexible Engagement Model

Four ways to work together — often sequenced as the need evolves.

01

Strategic Advisory

Roadmap, architecture and operating model guidance for leadership.

02

Project-Based Engagement

Defined scope: implementation, migration, integration or redesign.

03

Managed Marketing Operations

Ongoing execution and platform ownership as an extension of the team.

04

Fractional Leadership

Senior operations leadership without a full-time hire.

Scoped to the outcome required — engagements can start narrow and expand as the operating system matures.

Ideal Client Profile

Marketeer is the right fit for organisations facing these conditions.



**Scaling marketing and
GTM operations**



**Implementing or
optimising automation**



**Running complex MarTech
ecosystems**



**Facing process and
ownership gaps**



**Undertaking GTM
transformation**



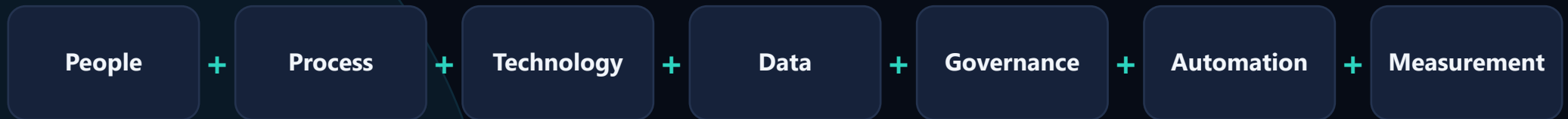
**Needing senior operations
expertise**



**Needing fractional
leadership capacity**

If more than two apply, there is
an operating system worth
building.

Better technology does not automatically create better GTM execution.



A high-performing GTM engine

NEXT STEP

Let's Build a GTM System That Can Scale

A short conversation is usually enough to identify where the operating system is breaking down.

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