

Allison Berey

Allison Berey enjoys collaborating with CEO's and their C-Suite teams as a Fractional Chief Marketing Officer, working primarily with mid-market and private equity backed companies. She scales down strategic marketing methodology and tools proven in large corporate settings to help high-growth companies focus through category reframing, strategic narrative development, ROI focus and aligned execution.

Allison is somewhat atypical as a Marketing leader in her analytical and business-model grounded approach. She sees Marketing as *the strategic core of the C-suite*. Her career has played out as in a nearly even mix of "50/50s". 50% International + 50% Domestic work, 50% in corporate roles + 50% as a consultant, and 50% living globally/US + 50% in her hometown of KC. But at the end of the day, Allison is 100% a Lauder fan for life! WG '94, Lauder Chinese.