

Prosh Marketing Announces Strategic Expansion with New Fractional CMO Hire



Toronto, Ontario Jun 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - Today, [Prosh Marketing](https://www.proshmarketing.com) has added award-winning brand builder, marketing strategist, and performance coach Kayleigh Dunn to their roster of Fractional Chief Marketing Officers (fCMOs). Dunn brings over a decade of brand-building experience across North America, having led growth at numerous iconic multi-million-dollar brands from organizations including Kraft Foods, Mondelez International, Edgewell Personal Care, and Iovate Health Sciences.

Dunn will drive leadership and acceleration behind Prosh Marketing's new start-up CPG division, servicing B2B and B2C clients with a focus on the Retail, Food & Beverage, Personal Care, Beauty, and Health & Wellness industries. Her main mandate will be to help them create disruptive growth plans for omnichannel expansion, new product launches, and innovative marketing plans.

"I am thrilled to join forces with Kayleigh - having led high-performing CPG marketing teams in-house, she brings deep industry expertise and a hyper-focused approach to strategic marketing that can really help our start-up CPG and retail clients," said Prosh Marketing's CEO, Roshni Wijayasinha. "Kayleigh's ability to anticipate future market demand shifts will help brands position for continual growth and assist in enabling CPG executives to adapt to the ongoing shifts in consumer behaviour and retail occurring in today's marketplace, providing an invaluable head start for start-ups."

Dunn has worked in various marketing executive functions in a senior consultancy position, most recently serving as the VP of Marketing for one of Canada's fastest-growing health and nutrition companies. Dunn held various pivotal Marketing roles, across 26 brands, 18 consumer types, and 15 categories across North America, driving multi-year portfolio strategies with bold omnichannel campaigns and innovation development, consistently delivering high growth and superior retailer relationships.

"Having the opportunity to partner as an fCMO with Prosh Marketing's exceptional entrepreneurial team to help accelerate and grow their CPG start-up clients is extremely rewarding," said Dunn. "I look forward to leveraging my decade of tier-1 CPG experience to help more growing businesses maximize their potential through strategic marketing planning."

Kayleigh will build upon Prosh Marketing's proven track record in the start-up space, helping both B2B and B2C CPG start-up clients build strategic marketing plans with an elevated focus on developing critical in-house capabilities as they scale.

About Prosh Marketing

Prosh Marketing enables CEOs, Startup Founders, and Marketers to maximize their potential with proven marketing leadership that has helped companies attain nine-figure exits and launch over 50 products and brands in worldwide markets. Leveraging over 15 years of experience and a wide network of specialists and fractional CMOs (fCMO), the company designs cost-effective programs that are built to deliver an ROI, and uses a sustainable approach with flexible team integration, hands-on training, and knowledge transfer to build internal resources and capabilities. Prosh Marketing's clients are emerging businesses across a variety of industries, including technology, professional services, and retail in both B2B and B2C sectors, and are located across Canada, the United States, Europe, and Australia.

To learn more about Prosh Marketing, visit www.proshmarketing.com.

For more information or to schedule an interview, please contact:
communications@proshmarketing.com



Media Contact

Prosh Marketing Inc., Ysabelle Lawrence

communications@proshmarketing.com

Source : Prosh Marketing Inc.

[See on IssueWire](#)