

Embedded Growth Strategist

Strategic advisory for CMOs and senior marketing leaders.

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Your most consequential decisions come with pressure, ambiguity, and no margin for error.

Platform investments. AI adoption strategy. Vendor selection. Organizational restructuring. Go-to-market pivots in a market that keeps shifting. These are the moments where the right perspective makes all the difference — someone who has been in your seat, made these calls before at the C-suite level, and whose only agenda is your success.

That's what Bentley Strategy provides.

Advisory Offerings

The decisions where independent expertise drives the most impact.

Customer Strategy & Business Alignment

I help marketing leaders build a customer strategy grounded in data — identifying your best customers, understanding what drives their behavior, and aligning that insight to business strategy before committing to campaigns, technology, or headcount.

Martech & Vendor Advisory

Cutting through vendor noise with an independent perspective on your marketing technology stack, agency relationships, and data infrastructure. No kickbacks. No hidden agenda. Just an honest assessment of what you really need.

Organization & Leadership Effectiveness

Map org design gaps, skill gaps, and cross-functional misalignment before they hinder execution. I work with marketing leaders to structure their teams, communicate strategy to the board and C-suite, and build the internal credibility that turns plans into results.

The most expensive marketing mistake is committing before the strategy is clear.

Rob Bentley

Marketing Executive & Trusted Advisor to CMOs

25+ years leading marketing organizations across Fortune 500 companies. Trusted by C-suite leaders to navigate complexity and turn strategy into measurable outcomes.



Enterprise Transformation & Strategic Leadership

Led enterprise-wide digital transformation at Staples — modernizing marketing, data, and sales platforms, talent, and go-to-market strategy. Delivered \$13M+ EBITDA improvement and 4x ROI with functional leadership across Marketing Ops, Data Sciences, Consumer Research, and Campaign Analytics.

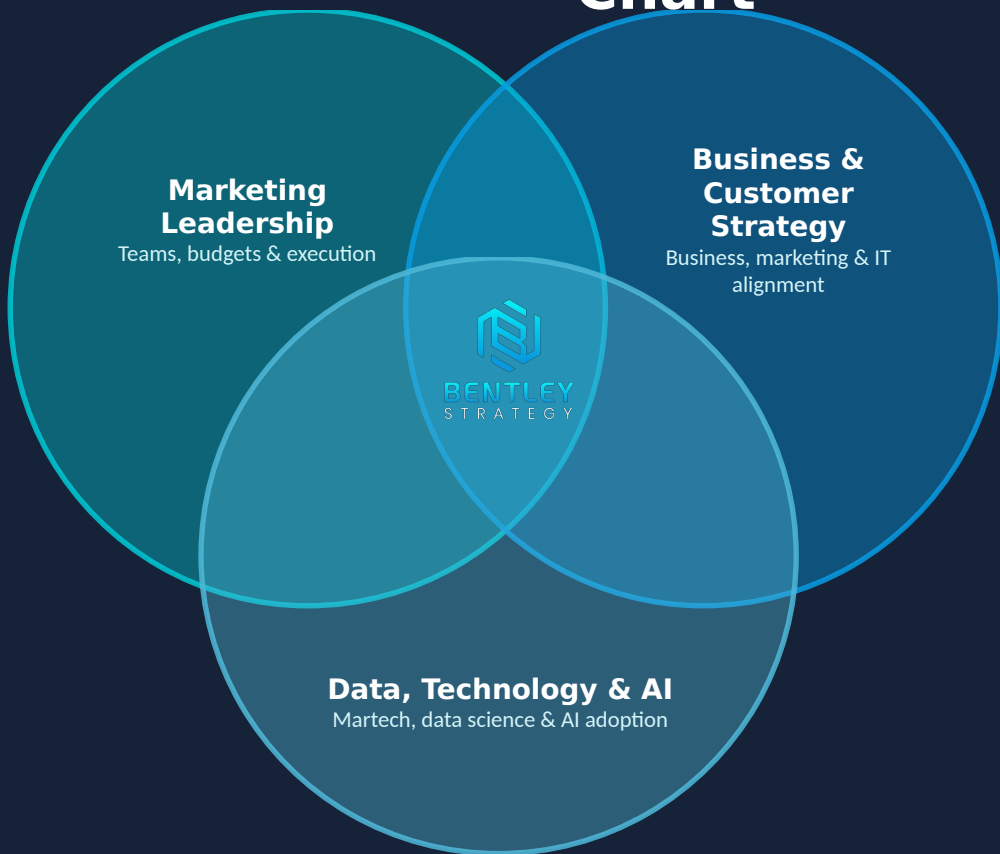
Marketing Technology Fluency

Deep fluency across CDP, CRM, data science, martech, and adtech — including AI deployment. Built and led cross-functional teams spanning marketing, technology, data science, and analytics at Staples, Microsoft, Omnicom, Publicis, and Amazon.

B2B & B2C at Scale

Drove B2C impact at scale (\$40B+ revenue influenced at Microsoft) and led enterprise B2B CRM and marketing strategy at Staples. Advised executive leadership at AT&T, ExxonMobil, and FedEx — fluent in how decisions get made across Marketing, Sales, and IT.

The Combination That Doesn't Exist on Any Org Chart



TYPICAL GAPS IN CMO SUPPORT

Marketing Leadership Team

Too specialized, no outside perspective

Agencies & Tech Vendors

Inherently biased & conflicted

Management Consultants

No operational expertise

This intersection — operational depth, strategic range, and technology fluency, with no product to sell — is exceptionally rare.

Proven Results at the Highest Level



\$250M+

Incremental Revenue

\$50M+

Incremental Earnings

4x

ROI

3-year Staples data & AI initiative — Customer 360, CDP, predictive modeling, AI Decisioning — measured via test/holdout methodology.

What Makes Bentley Strategy Different



Built around your success — not a billing model.

Traditional Consulting

- Multiple layers of account management.
- Junior teams on day-to-day work.
- Generic frameworks, not your context.
- Slow to engage, slow to respond.
- Hourly billing — incentivized by time spent.

Bentley Strategy

- Direct access to Rob — no intermediaries.
- Senior executive perspective, every interaction.
- Enterprise and cross-functional lens on every challenge.
- Responsive, trusted, long-term partnership.
- Monthly retainer — incentivized by your outcomes.

I bring the perspective of someone who has led successful organizations and transformations—built and led marketing technology organizations at scale, made the calls that mattered, and earned cross-functional executive trust.

Typical Engagement Path

PHASE 1

Discovery & Alignment

Duration scoped at engagement start

WHAT HAPPENS

- Stakeholder interviews
- Business, marketing & customer KPI review
- Marketing performance & priorities review
- Martech & data landscape review
- Vendor landscape & referrals

DELIVERABLES

- Prioritized gap analysis
- Recommended Phase 2 priorities

PHASE 2

Priority Projects

Scope defined from Phase 1 findings

EXAMPLE PROJECTS

- Customer use case development
- Martech & technology architecture
- Vendor evaluation & selection
- AI adoption roadmap
- Customer segmentation
- Organization & skill review
- Business case & investment rationale

DELIVERABLES

Structured assessments, frameworks & recommendations — built with your team, ready to execute

PHASE 3

Ongoing Advisory

Monthly retainer, ongoing

WHAT HAPPENS

- Monthly strategy sessions
- Ad hoc decision support
- Vendor & agency QA
- Ongoing vendor & partner referrals
- Team capability development
- Additional priority projects identified

DELIVERABLES

- Monthly priority alignment
- Decision frameworks for live issues

Led by Bentley Strategy. Built by your team. Owned by you.

Every deliverable is built with your team — ensuring buy-in, utility, and capability that lasts.

Engagement Options

Simple monthly retainer. No long-term commitment. Cancel at end of any month.

Advisory Access

\$5,000

/month

8-12 hours per month

- 3-4 strategic advisory calls.
- On-demand input via email.
- Guidance on strategic priorities.
- Independent strategic perspective.

Embedded Growth Strategist

\$10,000

/month

20-25 hours per month

- Direct access via on-demand calls.
- Executive coaching & leadership.
- Strategy & decision support.
- Board & executive presentations preparation.
- Vendor & technology investment.
- Growth strategy and creative problem solving.

Fractional Strategic Partner

\$15,000

/month

35-45 hours per month

- Same-day response on urgent questions.
- Active participation in team meetings and emails.
- Review and recommendations for current work projects.
- Deepest integration and highest impact.

Not a Cost Center. A Force Multiplier.

I integrate with and enable your team, accelerating progress and growth.

You'll move faster with greater confidence — sharper priorities on what drives growth and independent vetting of technology, vendor, and organizational decisions before you commit.

An independent advisory that delivers real ROI and competitive advantage.

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