

Why am I a Fractional Chief Marketing Officer for automotive tech and SaaS companies?

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I have been in marketing for more than 30 years and in the automotive industry for more than ten. Early in my career, I had a few franchise car dealerships as clients, but it wasn't until I worked for one of the country's largest floorplan providers that I really fell in love with the industry.

I know how challenging the past four years have been for both car dealers and the tech and SaaS companies they rely on to run their business. It is now even harder to get in front of customers, differentiate your products and services, and know which marketing strategies and tactics are effective. And all of this with even more pressure on the margins and with fewer people.

As a fractional Chief Marketing Officer, I bring strategic vision and hands-on expertise tailored to the unique needs of companies whose products and services solve problems for franchise and independent dealers. With a proven track record of driving growth through innovative marketing strategies, I excel at crafting compelling brand narratives and optimizing multi-channel campaigns.

And while I have experience in a lot of industries, I have gravitated toward automotive as my specialty for a few key reasons. First, the automotive field is always evolving, with constant innovation in technology, design, and customer experience.

Second, the automotive industry has a rich history and a deep cultural impact. Cars symbolize freedom, adventure, and personal expression. And I think that is why I have a



soft spot in my heart for car dealers. They provide transportation for the members of their community, to get to work, go to school, go on vacation, etc.

Finally, the industry is incredibly diverse. Whether it is a market segment or a product or service that car dealerships rely on to run their business, the landscape is broad. And this diversity means there's always a new strategy to explore and new ways to reach different audiences. The combination of tradition, innovation, and customer engagement not only keeps me engaged as a marketer, but keeps the industry dynamic and a rewarding field to work in.

If you're ready to elevate your marketing efforts and achieve your business objectives, I'd love to chat. Let's explore how my expertise as a fractional CMO can make a meaningful difference for your organization. Reach out to me today, and let's start building your path to success.