VALUEFABRIC

OPERATING INTELLIGENCE INFRASTRUCTURE

Founding Marketing & GTM Director

Positioning · Demand Generation · GTM Execution · Market Activation

ENTREPRENEURIAL · PERFORMANCE-BASED · EQUITY

USA · Europe · Middle East · Asia-Pacific

VALUEFABRIC AG · REMOTE / INTERNATIONAL

THE OPERATING CHAIN

Business Signals → **Operating Intelligence** → Decisions Architecture → Execution Support → Performance Outcomes

FOUNDING MARKETING & GTM DIRECTOR

Build the market presence and demand engine for our next stage

LOCATION	FOCUS REGIONS	ENGAGEMENT
Remote / International	USA · Europe · Middle East · Asia-Pacific	Entrepreneurial · Performance-based · Equity

THIS IS NOT AN EMPLOYEE VACANCY

ValueFabric is looking for a Founding Marketing & GTM Director to help build the market presence, demand engine and go-to-market infrastructure behind our next stage of growth.

Not a traditional salaried marketing position.
Not a corporate communications role.
Not a consulting or fractional marketing mandate.

It is an **entrepreneurial role for someone who wants to build ValueFabric with us, take ownership of measurable market and commercial outcomes, and participate in the value created through performance-based economics and equity**.

ABOUT VALUEFABRIC

An Operating Intelligence Infrastructure

ValueFabric is building an Operating Intelligence Infrastructure for:

- mid-market companies;
- Private Equity firms;
- Venture Capital firms;
- Family Offices;
- portfolio operations teams;
- Operating Partners;
- portfolio CEOs and CFOs;
- executive operators;
- and selected strategic partners.

Our operating architecture connects:

BUSINESS SIGNALS → OPERATING INTELLIGENCE → DECISIONS ARCHITECTURE → EXECUTION SUPPORT → PERFORMANCE OUTCOMES

The objective is to help investors and management teams:

- detect performance risks earlier;
- understand which financial, commercial and operational signals are connected;
- identify where value-creation opportunities exist;
- prioritise the right interventions;
- improve EBITDA, cash and working capital;
- strengthen execution;
- and build verified evidence of what actually created value.

We are developing ValueFabric internationally across the USA, Europe, Middle East and Asia-Pacific.

THE OPPORTUNITY

Translate strong propositions into repeatable demand

ValueFabric has entered the stage where strong products and commercial propositions must be translated into a repeatable global market presence and demand engine.

We are therefore looking for someone who can build the connection between:

POSITIONING → AUDIENCE → ATTENTION → ENGAGEMENT → QUALIFIED DEMAND → COMMERCIAL OPPORTUNITY → REVENUE

This is not simply about generating more content.

> **Build a GTM system that reaches the right decision-makers, creates market credibility and generates opportunities that convert into commercial relationships.**

YOUR MANDATE

Significant ownership across five areas

Positioning, GTM, demand, content and funding-stage growth

MANDATE 01 Market Positioning

Help sharpen and consistently communicate what ValueFabric is, who it is for and why it matters.

You will help translate a complex Operating Intelligence proposition into clear market narratives for:

- Private Equity;
- Venture Capital;
- Family Offices;
- portfolio operations;
- mid-market CEOs;
- CFOs;
- Operating Partners;
- boards;
- and executive operators.

> *Positioned as Operating Intelligence Infrastructure — not another dashboard, isolated AI tool or generic consulting proposition.*

MANDATE 02 Go-to-Market Strategy

Develop and execute GTM across our priority markets:

USA	Europe	Middle East	Asia-Pacific

You will help define:

- priority ICPs;
- market segments;
- regional positioning;
- buyer journeys;
- entry propositions;

- campaign themes;
- acquisition channels;
- conversion paths;
- and market-specific GTM plays.

> **Create focused commercial pathways rather than broad, generic marketing activity.**

MANDATE 03 Demand Generation

Build a measurable demand-generation engine around ValueFabric's priority propositions. This can include:

- account-based marketing;
- targeted outbound support;
- executive content;
- LinkedIn;
- email campaigns;
- landing pages;
- webinars;
- Executive Working Sessions;
- roundtables;
- partnerships;
- events;
- thought leadership;
- lead magnets;
- diagnostics;
- retargeting;
- and selective paid acquisition where commercially justified.

Every campaign should connect to a defined next step. Not:

CONTENT → MORE CONTENT

But:

ATTENTION → ENGAGEMENT → QUALIFIED CONVERSATION → OPPORTUNITY → REVENUE

MANDATE 04 Content & Thought Leadership

ValueFabric operates in a market where trust and intellectual credibility matter. You will help turn our methodology, products, market insights and operating experience into a structured content engine.

Topics may include:

- portfolio value creation;
- Operating Intelligence;
- Private Equity operations;
- Business Signals;
- Decisions Architecture;
- AI value creation;
- EBITDA improvement;
- cash and working capital;
- finance transformation;
- manufacturing performance;
- AI-enabled finance;
- execution;
- Performance Outcomes;
- and verified value creation.

> **Content should help the market understand the problem before asking it to buy the solution.**

MANDATE 05 Funding-Stage Growth

ValueFabric is moving through an important company-building and funding stage. Marketing must therefore contribute to commercial evidence — not vanity metrics.

You will help build evidence around:

- market traction;
- audience growth within priority ICPs;
- pipeline creation;
- campaign conversion;
- qualified inbound demand;
- strategic partnerships;

- design-partner interest;
- commercial engagement;
- brand authority;
- and recurring revenue opportunities.

You may also help shape the external narrative used with strategic partners and future investors.

> **Demonstrate that ValueFabric can not only build differentiated capabilities, but also create repeatable market demand for them.**

WHAT WE BRING TO MARKET

Multiple entry points into one infrastructure

ValueFabric has multiple entry points into the same Operating Intelligence Infrastructure.

- **Executive Working Sessions**
  Private sessions for investment firms, Operating Partners and portfolio leadership teams focused on portfolio value creation and Operating Intelligence.
- **Diagnostics & Assessments**
  Structured entry points that identify performance risks, Business Signals and value-creation opportunities.
- **Portfolio Value Creation Programs**
  Company-specific engagements connecting:

DETECT → INTERPRET → DECIDE → EXECUTE → MEASURE → LEARN → PROVE

- **13-Week Liquidity & Working Capital Control**
  A practical CFO-controlled solution for short-term cash visibility, liquidity management and working-capital control.
- **AI CFO Executive Program**
  An executive capability program helping CFOs and finance leaders move from AI experimentation toward structured, measurable finance value creation.
- **Manufacturing Performance Intelligence**
  A vertical proposition connecting manufacturing, ERP, operational and financial signals to earlier intervention and measurable performance improvement.
- **Performance Signal Engine**
  Our recurring Operating Intelligence product pathway for continuous Business Signal monitoring, decision support and intervention tracking.

Your role is to create clear market demand around these propositions without presenting ValueFabric as a disconnected portfolio of products. The commercial progression remains:

VISIBILITY → DIAGNOSTIC → ASSESSMENT → EXECUTION → CONTINUOUS INTELLIGENCE

WHAT YOU WILL DO

Own the GTM system end to end

You will be expected to:

- own and evolve ValueFabric's GTM marketing strategy;
- define ICP-specific positioning and messaging;
- build integrated regional campaigns;
- create account-based marketing motions;
- support commercial outbound with strong market intelligence and content;
- develop landing pages and conversion journeys;
- build executive-level thought leadership;
- create and manage editorial and campaign calendars;
- develop email and nurture campaigns;
- grow qualified audiences across relevant channels;
- support Executive Working Sessions, roundtables and events;
- activate strategic and channel partners through joint marketing;
- build marketing automation and CRM workflows;
- measure campaign effectiveness;
- connect marketing activity to pipeline and revenue;
- identify what works and scale it;
- stop activities that do not create commercial value;
- and build the future ValueFabric marketing organisation over time.

WEBSITE & DIGITAL GTM

The website as an active commercial asset

The ValueFabric website should become an active commercial asset rather than a static company brochure. You will help develop:

- ICP-specific landing pages;
- regional pages;
- vertical propositions;
- solution pages;
- conversion pathways;
- executive content;
- case-based narratives;
- diagnostic entry points;
- demo journeys;
- and clear calls to action.

Every important page should answer:

- Who is this for?
- What problem does it solve?
- Why ValueFabric?
- What is the next action?

ACCOUNT-BASED GTM

A targeted market, not everyone

Our market is targeted. We are not trying to reach everyone.

A major part of the role is building account-based GTM around high-value organisations and decision-makers. This may include target accounts such as:

- Private Equity firms;
- VC firms;
- Family Offices;
- portfolio companies;
- mid-market groups;
- manufacturers;
- financial institutions;
- and relevant strategic partners.

You will help connect:

TARGET ACCOUNT → RELEVANT BUYER → RELEVANT PROBLEM → RELEVANT CONTENT → RELEVANT PROPOSITION → EXECUTIVE CONVERSATION

MARKETING MUST CONNECT TO SALES

One connected revenue system

Marketing and commercial development cannot operate as separate functions. You will work closely with the Founders, Commercial Director, Operating Partners and product team to understand:

- which accounts matter;
- which campaigns are creating opportunities;
- why deals are progressing;
- where buyers are hesitating;
- which messages are converting;
- which propositions are strongest;
- and which GTM motions should be scaled.

Marketing creates demand.
Commercial converts demand.
Delivery creates evidence.
Evidence strengthens future marketing.

WHAT SUCCESS LOOKS LIKE

Measured by commercial outcomes

Success will be measured by commercial outcomes rather than marketing activity alone. Examples include:

- qualified target accounts activated;
- ICP audience growth;
- qualified inbound opportunities;
- campaign-generated pipeline;
- Executive Working Session participation;
- diagnostic engagement;
- strategic partnership leads;
- design-partner interest;
- opportunities influenced by marketing;
- pipeline conversion;
- revenue influenced;
- recurring opportunities created;
- and stronger market recognition within ValueFabric's target ecosystems.

Follower counts alone are not success. Impressions alone are not success. Website traffic alone is not success.

The progression is:

VISIBILITY → ENGAGEMENT → QUALIFIED DEMAND → OPPORTUNITY → REVENUE

WHO WE ARE LOOKING FOR

Strategic positioning with hands-on GTM execution

We are looking for an entrepreneurial marketer who combines strategic positioning with hands-on GTM execution. You may come from:

- B2B SaaS;
- enterprise technology;
- AI;
- data platforms;
- fintech;
- Private Equity technology;
- professional services;
- management consulting;
- financial services;
- or another complex B2B environment.

> *Experience working with senior executive buyers is particularly valuable.*

WHAT YOU SHOULD ALREADY BRING

The GTM foundation we expect

Ideally, you bring:

- a proven B2B marketing and GTM track record;
- strong positioning and messaging capability;
- experience creating demand for complex products or services;
- experience with account-based marketing;
- strong content and thought-leadership capability;
- experience building multi-channel campaigns;
- understanding of B2B buyer journeys;
- experience with CRM, automation and marketing technology;
- strong analytical discipline;
- understanding of pipeline and revenue attribution;
- comfort working directly with founders and senior commercial leaders;
- and evidence that you have built GTM systems rather than simply managed agencies.

> *Experience with Private Equity, Venture Capital, Family Offices, CFOs, enterprise finance or AI is a strong advantage.*

FOUNDER MENTALITY

Think like an owner

This role requires a different mentality from a traditional Marketing Director position. We expect you to think like an owner. That means asking:

- Which market should we attack first?
- Which ICP has the strongest pain?
- Which message will create a conversation?
- Which content strengthens our authority?
- Which channels actually convert?
- Which campaigns create pipeline?
- Which activities are wasting time?
- How can partnerships accelerate distribution?
- How do we create repeatable demand?
- What commercial evidence do we need before the next funding stage?

You will have freedom.

> **You will also have accountability.**

THE MARKETING & EQUITY MODEL

Designed around performance and long-term value

This role is designed around performance and long-term value creation. The structure may combine:

- performance-based compensation;
- milestone-based economics;
- commercial or pipeline contribution;
- and equity participation.

Equity is not granted simply because someone receives a senior title.

Participation should reflect:

- commitment;
- execution;
- measurable contribution;
- market traction;
- qualified demand creation;
- pipeline impact;
- revenue contribution;
- company-building value;
- and long-term alignment.

> *Any equity participation remains subject to the applicable ValueFabric corporate approvals, shareholder arrangements, vesting conditions and governance framework.*

The principle is straightforward:

CREATE VALUE → PARTICIPATE IN THE VALUE CREATED

WHAT THIS IS NOT

Who this role is not designed for

This role is not designed for:

- candidates primarily looking for a fixed salary;
- traditional corporate brand managers;
- marketers focused mainly on impressions and awareness;
- consultants looking for another assignment;
- fractional CMOs;
- people who only want to manage agencies;
- social-media managers without broader GTM responsibility;
- or senior marketers who do not want measurable pipeline accountability.

> **We are looking for an entrepreneur — not an employee.**

WHY JOIN AT THIS STAGE?

Help shape the category while it is still being built

This is an opportunity to help shape the market category and commercial identity while ValueFabric is still being built. You can influence:

- positioning;
- category creation;
- GTM strategy;
- ICP selection;
- regional expansion;
- content architecture;
- demand generation;
- strategic partnerships;
- marketing technology;
- commercial conversion;
- funding-stage narrative;
- and the future marketing organisation.

You are not joining to optimise an established marketing machine.

> **You are joining to help build one.**

THE FIRST 90 DAYS

What the first phase should focus on

We would expect the first phase to focus on:

- confirming priority ICPs and buyer personas;
- sharpening ValueFabric's core market positioning;
- aligning the website and commercial messaging;
- creating the first structured global GTM calendar;
- launching targeted campaigns around priority propositions;
- building the initial account-based marketing motion;
- strengthening LinkedIn and executive thought leadership;
- creating clear conversion journeys;
- establishing marketing-to-sales tracking;
- generating the first measurable marketing-sourced opportunities;
- and defining the marketing capabilities required for the next stage.

> **We are interested in what you can build, test, learn and scale.**

INTERESTED IN BUILDING VALUEFABRIC WITH US?

Tell us what you could build in your first 90 days

Send us a short introduction covering:

- your marketing and GTM background;
- the markets and sectors you know best;
- examples of B2B campaigns or GTM systems you have built;
- experience generating qualified pipeline and revenue;
- experience with Private Equity, VC, Family Offices, CFOs, AI or enterprise technology where relevant;
- and what you believe you could build for ValueFabric during your first 90 days.

contact@value-fabric.com

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