



Fractional Sales & Marketing Executive Services

Accelerating Growth for New Businesses through Foundational Success

Meet Your Growth Partner: Jeff Hartson



Jeff Hartson brings over 30 years of Silicon Valley leadership to your business. As a "Hunter with a Plan," he specializes in the high-stakes "Zero to One" phase, where securing foundational revenue is the difference between success and failure.

His approach combines deep strategic insight with the hands-on execution needed to close a company's very first deals.

30+ Years Experience

Silicon Valley Sales & Business Development Leadership.

"Hunter with a Plan"

Specializing in securing foundational, first-ever revenue.

Zero to One Specialist

Expert at navigating the critical launch phase for new ventures.

The Challenge for New Businesses



Securing that critical first customer or foundational partner.



Building effective go-to-market strategies from a blank slate.



Establishing strong partnership ecosystems in competitive markets.



Scaling revenue efficiently without the overhead of full-time executives.

Our Solution: Fractional Executive Expertise



THE STRATEGIC ADVANTAGE

Access seasoned Silicon Valley sales and marketing leadership on a flexible, part-time basis. We bridge the gap between vision and revenue by providing the strategic firepower of a VP without the full-time executive overhead.

We don't just advise; we roll up our sleeves to execute the **foundational deals** that set your company's trajectory.

- ✓ **Seasoned Leadership:** 30+ years of enterprise experience available immediately.
- ✓ **Hands-on Execution:** Direct involvement in sourcing and closing your first critical deals.
- ✓ **Cost-Effective:** High-level expertise at a fraction of the cost of a full-time hire.
- ✓ **Tailored Engagement:** Solutions designed for your specific growth stage and budget.

Jeff Hartson's Core Strengths



FOUNDATIONAL DEAL SPECIALIST

Expert at closing a company's **very first strategic deals**. Navigating the "Zero to One" phase with precision.

PARTNERSHIP ECOSYSTEMS

Building and scaling partner programs from inception. Creating global networks that drive **measurable revenue impact**.

GO-TO-MARKET STRATEGY

Designing and executing high-impact market entry plans. Turning defined vision into **automated, scalable revenue**.

REVENUE SCALING

Driving businesses from zero to **multi-million-dollar revenues**. A "Hunter with a Plan" focused on growth.

The Record: Securing Foundational Success



BEA SYSTEMS

Established the initial ISV channel. Closed 1st global reseller agreement with HP; and the **very first ISV OEMs** with PeopleSoft, Clarify, and Alltel (2 divisions).

LUCIDWORKS

Built the first-ever partner program. Wrote the Search on Hadoop sales plan, personally sourced and closed the **first 5 partners ever signed** by the company in the Big Data space.

AT&T GLOBAL

Closed and managed AT&T's first-ever global computer OEM to Knight-Ridder, generating \$15M in just 2 years and beating IBM.

GLOBAL IMPACT

Closed 17+ global distribution agreements, scaling revenue from zero to tens of millions for early-stage ventures.

A Proven Specialist in "First-Ever" Revenue Generation

How It Works: Senior Leadership, Sized to Fit



Embedded, Not Outsourced

1

Works inside your business, owning outcomes — not handing off a report and walking away.

Senior Expertise, Startup Budget

2

30+ years of VP-level dealmaking, without a \$250K+ full-time salary.

Built to Flex

3

Start with a few hours a week and scale to embedded leadership as you grow.

Five Ways to Accelerate Revenue

01 GTM Strategy & Market Entry

Define ICP, positioning, and a path to first revenue.

02 Partner & Channel Program Design

Build ISV, OEM, and reseller programs — the BEA / LucidWorks playbook.

03 Complex Deal Negotiation & Closing

Hands-on leadership for deals founders haven't closed before.

04 Sales Process & Team Build-Out

Pipeline stages, forecasting discipline, first sales hires.

05 Market Expansion

Take a regional business national, or a domestic one global.

Three Ways to Work Together



PROJECT-BASED

GTM Strategy Sprint

From \$3,500

4–6 weeks

- ✓ ICP & positioning
- ✓ Go-to-market plan
- ✓ Pipeline blueprint

MOST FLEXIBLE

Sales & BD Advisor

\$1,500–\$2,500

per month

- ✓ Weekly deal coaching
- ✓ Pipeline reviews
- ✓ On-call support

EMBEDDED

Fractional VP, Sales

\$5,000–\$8,000

per month

- ✓ Embedded leadership
- ✓ Partner program build
- ✓ Closes key deals

Don't See Something of Interest? Let's Jointly Define a Program That Works For You!

Built for Businesses Ready to Sell

Great Fit

- ✓ Product or service is ready to sell
- ✓ Needs a partner or channel strategy
- ✓ Facing complex, multi-party B2B deals
- ✓ Founder needs a sales counterpart

Not Quite Yet

- ✗ Still validating an idea, no offer yet
- ✗ Purely local, walk-in retail
- ✗ Not ready to invest in growth

Three Steps from Intro Call to Kickoff



1

Intro Call

20 minutes on your business, goals, and fit.



2

GTM Assessment

A look at your offer, market, and pipeline.



3

Engagement Plan

A clear scope, price, and starting point.

Services: Fractional Sales Executive



FOUNDATIONAL DEAL SOURCING

Identifying and securing the critical first-ever customers and strategic partners that validate your business model.

GTM IMPLEMENTATION

Turning strategy into action with hands-on execution of go-to-market plans designed for rapid revenue impact.

SALES TEAM COACHING

Mentoring and professional development to build a high-performance sales culture from the ground up.

PIPELINE & NEGOTIATION

End-to-end management of the sales funnel and expert support in closing complex, multi-party global agreements.

Services: Fractional Bus Dev / Marketing Executive



LAUNCH PLANNING

Designing and executing high-impact go-to-market strategies for new product and service launches.

FOUNDATIONAL MESSAGING

Crafting the core brand positioning and messaging that resonates with early adopters and investors.

LEAD GENERATION SYSTEMS

Building automated demand capture engines that turn interest into a predictable sales pipeline.

MARKET EXPANSION

Identifying and penetrating new market segments to drive sustainable revenue growth and scale.



LET'S CONNECT & GROW

Book Your Strategy Call Today

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