

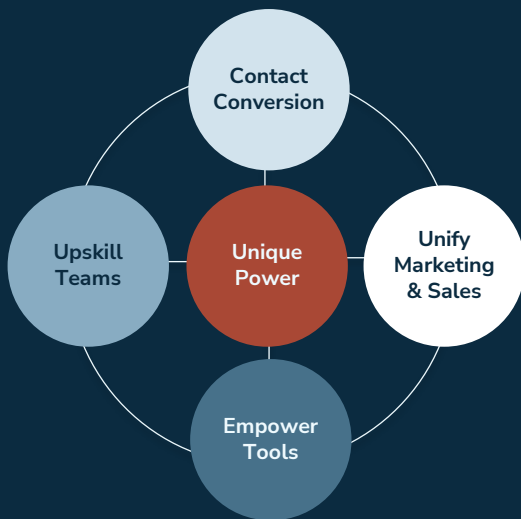
Fractional Chief Revenue Marketing Officer

Inge Carr, Altair's CEO, is a fractional Chief Revenue Marketing Officer specializing in growing organizations through strategic alignment linking sales, product, brand, customers, and revenue.

With 25+ years of global experience, Inge is a Board Member of ACG, San Diego and Chair, Marketing. She also serves on the Advisory Board of the University of California, Customer Experience Program.

The Altair Method

We drive revenue marketing and strategic alignment to aid companies increase revenue, ROI, brand equity, and multiples utilizing our proprietary process.



1. Unique Power

We uncover opportunities. We establish why customers should do business with you instead of the competition and how to convey that message

2. Contact Conversion

We create a customer journey and communication map across your firm targeting sales conversion

3. Unify Marketing & Sales

We let marketing do the selling and sales the closing

4. Empower Tools

We spot what resources your team needs to be effective

5. Upskill Teams

We navigate your team how to effectively implement the strategy with every-day tasks

Results

- ❖ Increased market share by 15% with Marketing & Sales Unification
- ❖ Maximized brand equity by 60% with M&A branding strategy and Unique Power creation
- ❖ Grew revenues by 39.5% over forecast utilizing the Altair Method for PE-funded firm
- ❖ Quadrupled SaaS trial user sign-ups with Contact Conversion



"When CEOs use a marketing agency or tried to do it themselves and failed, they come to us."

Inge

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