



Fractional Executive Services Pitch Deck

Executive leadership, exactly when you need it.





“

Nothing is more powerful than an idea whose time has come.”

Victor Hugo



Fractional Executive Leadership

The Shift to Fractional Leadership (Why Now)

- Tight budgets + need for expertise are driving part-time C-suite adoption
- Proof of momentum: LinkedIn profiles with “fractional” ballooned past 100k by 2024; U.S. interest continues rising into 2025
- Outcome focus & speed: Companies tap experienced execs for targeted outcomes

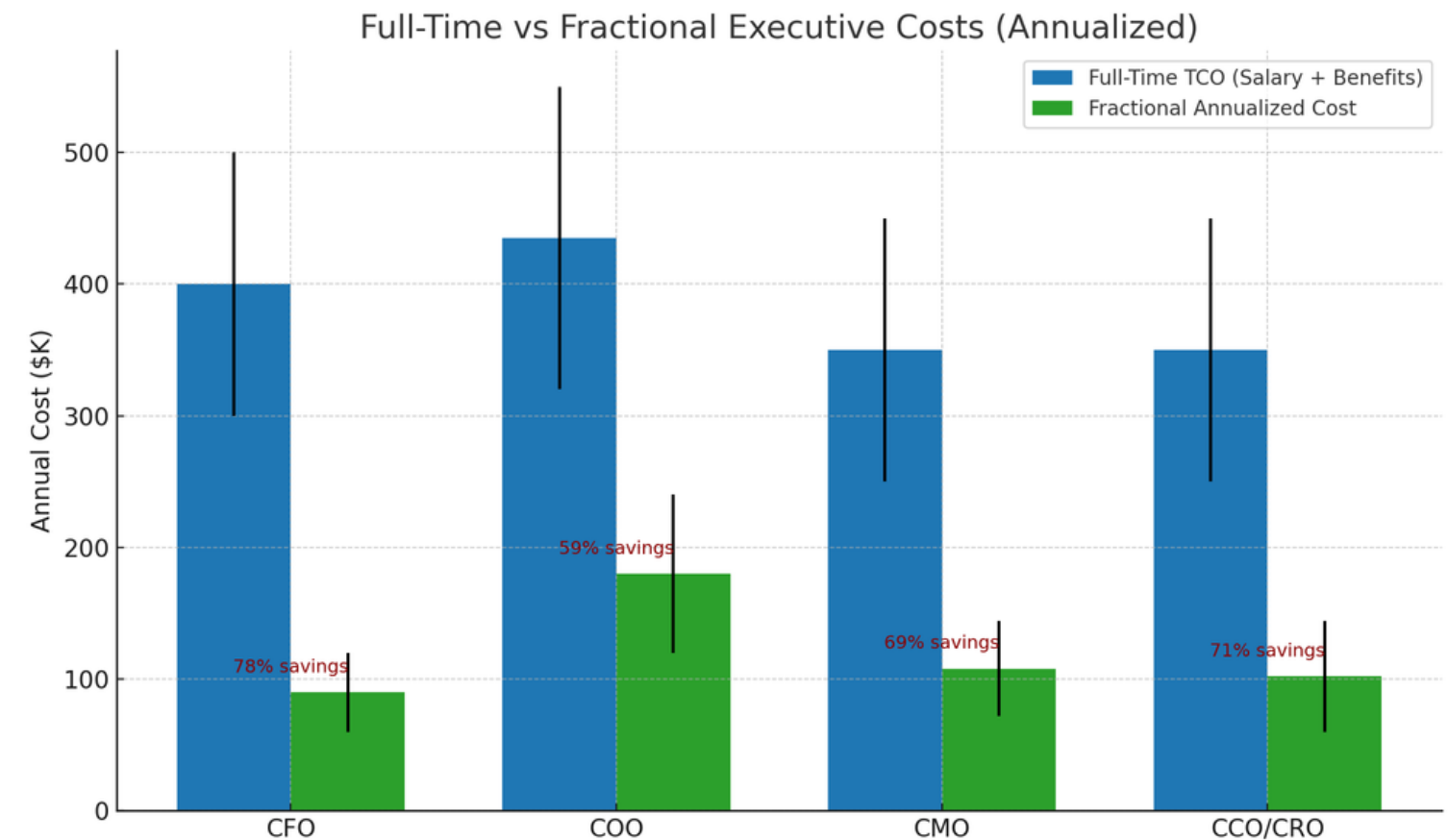




Fractional Executive Leadership

The Same Impact at a Fraction of the Cost

- Companies are rethinking leadership as an **on-demand resource**, blending **flexibility** with **deep expertise**.
- Full-time executive roles (CFO, COO, CMO, CRO/CCO) typically cost \$250K–\$550K+ annually
- Fractional executives deliver comparable expertise for \$60K–\$240K annually (**40-75% savings**), while still providing **board-level strategy** and **operational leadership**.



Sources: Salary.com, BLS ECEC (Mar 2025), Fractional CFO Pricing Guides (NowCFO, CFOPRO Analytics, etc.)



The Problems We Solve



- Scaling companies hit **leadership gaps** (strategy, ops, revenue) at critical inflection points.
- Full-time execs are **expensive** beyond salary: benefits add ~30% on average, stock options, and other perks create heavy payload for emerging companies
- **Compliance load is rising**: patchwork of 20+ state privacy laws by end-2025; ongoing SEC cyber incident disclosures.
- Third-party risk and supply-chain exposure demand **board-level oversight and culpability**



Customized Solutions



- **Fractional leadership pods:** CEO, COO, CCO/Compliance or Commercial, CRO—solo or blended, CIO, CISO.
- **GRC program build-out:** governance charters, risk registers, privacy & security controls, vendor risk.
- **Execution & enablement:** OKRs*, dashboards, hiring, board reporting, revenue ops, change mgmt.
- **“Outcome sprints” (6–12 weeks):** clear deliverables (e.g., 100-day operating plan, SOC2 roadmap).

• Objectives and Key Results



Company Services

Service 01

Governance & Board Readiness: cadence, charters, KPI/OKR design, audit/comp committees.

Service 02

Risk & Compliance: enterprise risk; SEC cyber disclosure readiness; state privacy compliance roadmap.

Service 03

Vendor Management: third-party due diligence, segmentation, and continuous monitoring patterns.

Service 04

People & Org (HR/Privacy/Infosec): role clarity, policies, training, incident playbooks.

Service 05

Revenue & GTM (CRO/Commercial): pipeline hygiene, pricing, partner strategy, key account motion.



Value & ROI

- **Total cost math:** Benefits average ~30% of wages (BLS ECEC, 2025).
- **Benchmarks to frame savings:**
 - U.S. CFO median cash comp ~\$269k (Salary.com, Jul 2025) → ~\$350k+ fully-loaded with benefits.
 - Fractional CFO retainers commonly \$4k-\$12k/mo
- **Time-to-impact:** outcome-oriented sprints **avoid 6-12 month exec hiring cycles**





Engagement & Roadmaps

- **Pilot (6 weeks):** Assessment + 90-day plan + Board brief
- **Core (Quarterly):** 1-2 Fractional Exec Days per week + PMO + metrics
- **Scale (Bi-Annual):** Multi-role pod (e.g. COO + CCO + CRO), vendor risk management program, leadership hiring support
- **Optional add-ons:** privacy impact assessments, incident tabletop, RevOps pipeline rebuild.





Who is WH Advisory Services?



Clay White

CEO & Founder - CRMA,
CRISC, CISA, CIA

Ask our Clients:





Next Steps

- **Discovery** (45 min): priorities, constraints, risk hotspots.
- **Scope & Sprint**: pick 1-2 outcomes; align metrics and timeline.
- **Kickoff**: cadence, artifacts, owners, first wins in 30 days.

Success breeds success. As one stage finishes, the next is already in motion.





Contact Information

WH Advisory Services provides fractional white-glove, executive experience to growing businesses.
It's time to learn more.



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Thank You!

Presentation



SCAN ME





Additional Information

- **HBR IdeaCast** (Nov 12, 2024): growing use cases & when fractional pays off
- **Axios** (Dec 27, 2024) + **The Times** (2025): LinkedIn “fractional” profiles surged past 100k; exec “gig” work rising
- **CFO Dive** (Jan 31, 2025): 2025 priorities (AI, policy shifts) favor flexible finance leadership.
- **Bureau of Labor Statistics ECEC** (Mar 2025): benefits \approx 29.7% of total comp (good TCO visual)
- **Salary.com** (Jul 2025): CFO median salary around \$268,706 (use for cost compare).
- **Sam’s List/CFO Plans**: Pricing ranges (2025): fractional CFO retainers \$4k–\$12k/mo (Founder/SMB guides).
- **Reuters Privacy patchwork** (Aug 2025): ~20 states with comprehensive privacy laws by year end.
- **SEC Cyber rules** (2023–2025 updates): 8-K Item 1.05/10-K Item 1C—boards need clear processes
- **Compliance Week**: Third-party risk (2025): board-level focus, continuous monitoring trend.