

Senior marketing leadership. *Built for Arizona.*

A fractional CMO for Arizona owners, developers, operators, and growth-stage brands. Strategic leadership without the full-time executive cost.

Leslie Himley

FOUNDER & FRACTIONAL CMO



LH Strategic Advisory

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SOUND FAMILIAR?

You don't need another tactician.
You need a strategist.

- 01**
Your marketing is busy but not moving the needle.
Campaigns are running. Social is posting. The agency is invoicing. But nobody can tell you what it's doing for pipeline, leasing velocity, or asset performance.
- 02**
You need CMO thinking at a non-CMO budget.
A full-time CMO in Arizona runs \$250K-\$400K plus equity. Most growing businesses don't need that much CMO. They need the right one, for the right hours.
- 03**
Your team needs leadership, not another vendor.
You have people doing marketing work, but no one setting direction, holding agencies accountable, or tying activity to business outcomes.

THE LHSA APPROACH

Operating as an extension of ownership.

- 01**
Align brand, leasing, and experience from day one
- 02**
Build systems that drive occupancy, traffic, and NOI
- 03**
Position for tenants, consumers, and investors
- 04**
Connect activation and partnerships to revenue
- 05**
Lead with accountability, not activity

\$1B+
IN PROJECTS AND PLACES SUPPORTED

\$20M+
ANNUAL MEDIA BUDGET

\$950K+
ANNUAL SPONSORSHIP REVENUE

20+
YEARS OF EXPERIENCE

WHY ARIZONA

Arizona isn't a market you phone in from somewhere else.

Plenty of fractional CMOs will take your retainer from a laptop in Denver or Austin. Here's what you get when yours is actually in the Valley.

In the room when it matters.

For the leadership meeting, the broker walkthrough, the investor pitch. Phoenix, Scottsdale, Tempe, Tucson. I show up.

Market knowledge that took years.

Submarkets, players, brokers, publications, development pipelines. Context that only comes from working here.

A vendor network already built.

Photographers, videographers, printers, PR contacts, signage shops. Vetted relationships, not Google searches.

Industry fluency that translates.

Commercial real estate, healthcare, hospitality, construction, professional services: the verticals that define Arizona's economy.

CORE ENGAGEMENTS

Fractional CMO

Embedded C-level leadership.

Strategic Retainer

Ongoing counsel for positioning.

Project-Based

Defined scopes for launch or repo.

Marketing Audit

First 30 days. Clarity and action plan.

HOW WE WORK

i. Discovery Call

30 minutes. No pitch.

ii. Proposal & Scope

Hours, KPIs, engagement length.

iii. 30-Day Audit

Team, budget, brand, vendors.

iv. Ongoing Leadership

Weekly cadence. Quarterly reviews.

PROVEN RESULTS

+320%

Foot traffic lift

40 to 85%

Office occupancy

+71.6%

Database growth, 7 months

-58%

Marketing spend (High St., PHX)

\$30M

Capital improvements supported

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FOUNDER & FRACTIONAL CMO · LH STRATEGIC ADVISORY

Twenty years in marketing. Fifteen specialized in commercial real estate, leading \$1B+ portfolios, \$20M+ media budgets, and cross-functional teams. Phoenix-based, with engagements across CRE, mixed-use, hospitality, healthcare, and growth-stage brands. Every engagement is led personally. No junior handoffs.

RECOGNITION

ICSC MAXI Awards

Gold & Silver, Marketing Innovation

American Advertising Awards

ADDYs: Branded Content, Cinematography

American Graphic Design Awards

Website & Digital Campaign Excellence

“ She doesn't operate like a marketing lead. She aligns ownership, leasing, and execution in a way that directly impacts asset performance. **That's rare.** ”

Charles Ferguson · Senior Vice President, Scanlan Kemper Bard

Let's talk, *Arizona.*

A 30-minute call to talk through your business. No pitch. No pressure.

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