



SHIFT & SHAPE

Strategy meets story

STRATEGIC BRAND & MARKETING COMMUNICATIONS

Fractional CMO • Integrated Marcom • Advisory & Execution



WHY SHIFT & SHAPE EXISTS

Many organisations don't lack ambition or expertise. They lack clarity.

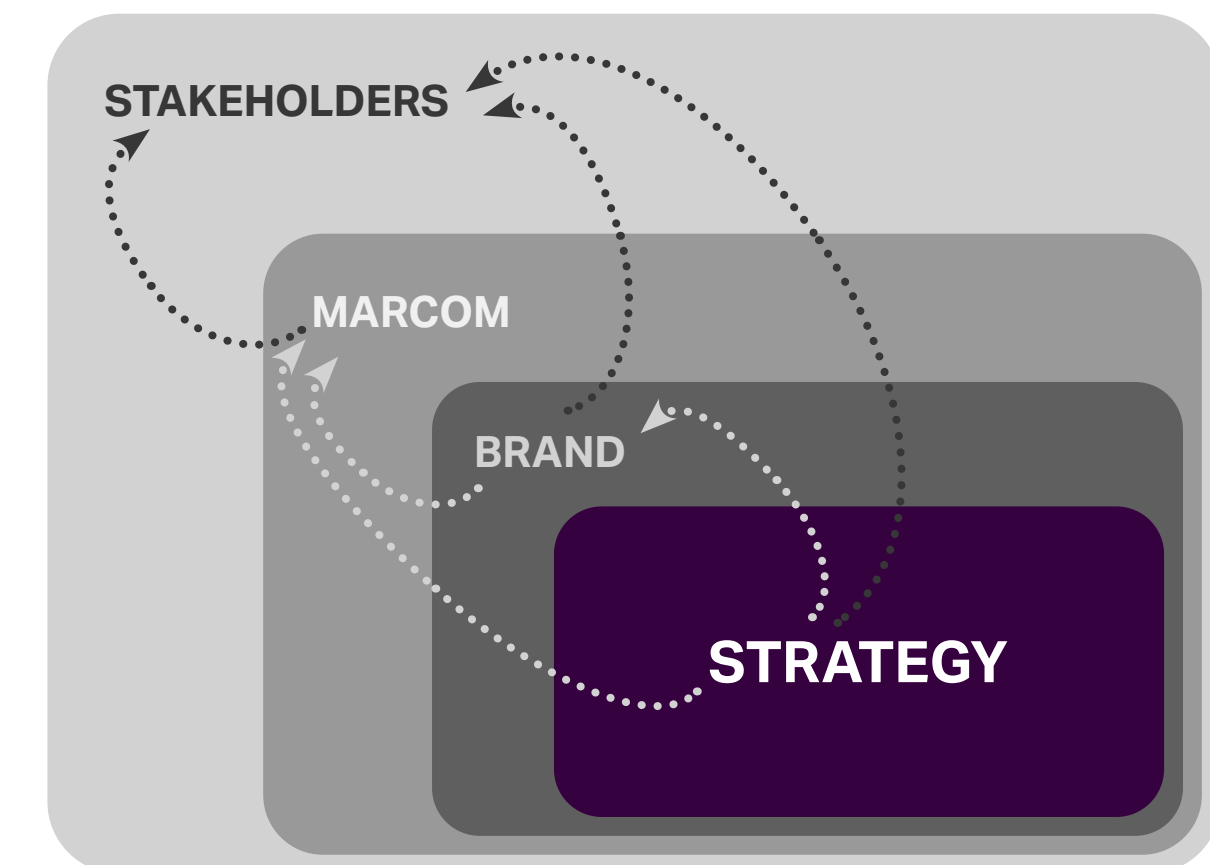
The Challenge

As organisations grow, reposition, or professionalise, brand and communications become fragmented.

Strategy exists in documents, execution happens in silos, and leadership struggles to align teams and stakeholders around a clear narrative.

The Gaps I Bridge

Shift & Shape connects business intent, brand positioning, and marcom execution into one coherent system that supports decision-making and builds trust.



HOW I WORK

Fractional CMO services, not an agency:
Shift & Shape is designed as a senior
leadership model, not a delivery factory.

What this means in practice

I work directly with founders, boards, and leadership teams. There is no account layer, no dilution of responsibility, and no disconnect between thinking and execution.

Why this matters

In complex environments, progress depends on judgement, prioritisation, and trade-offs.

A fractional CMO model brings continuity and strategic depth without the overhead or inertia of a permanent structure.



WHEN CLIENTS *TYPICALLY* REACH OUT

Across sectors, the triggers to engage are surprisingly consistent.

What clients often say

"Our brand no longer reflects who we are."

"Marketing is busy, but impact is unclear."

"We're entering a new market and need alignment fast."

"We rely heavily on agencies but lack internal direction."

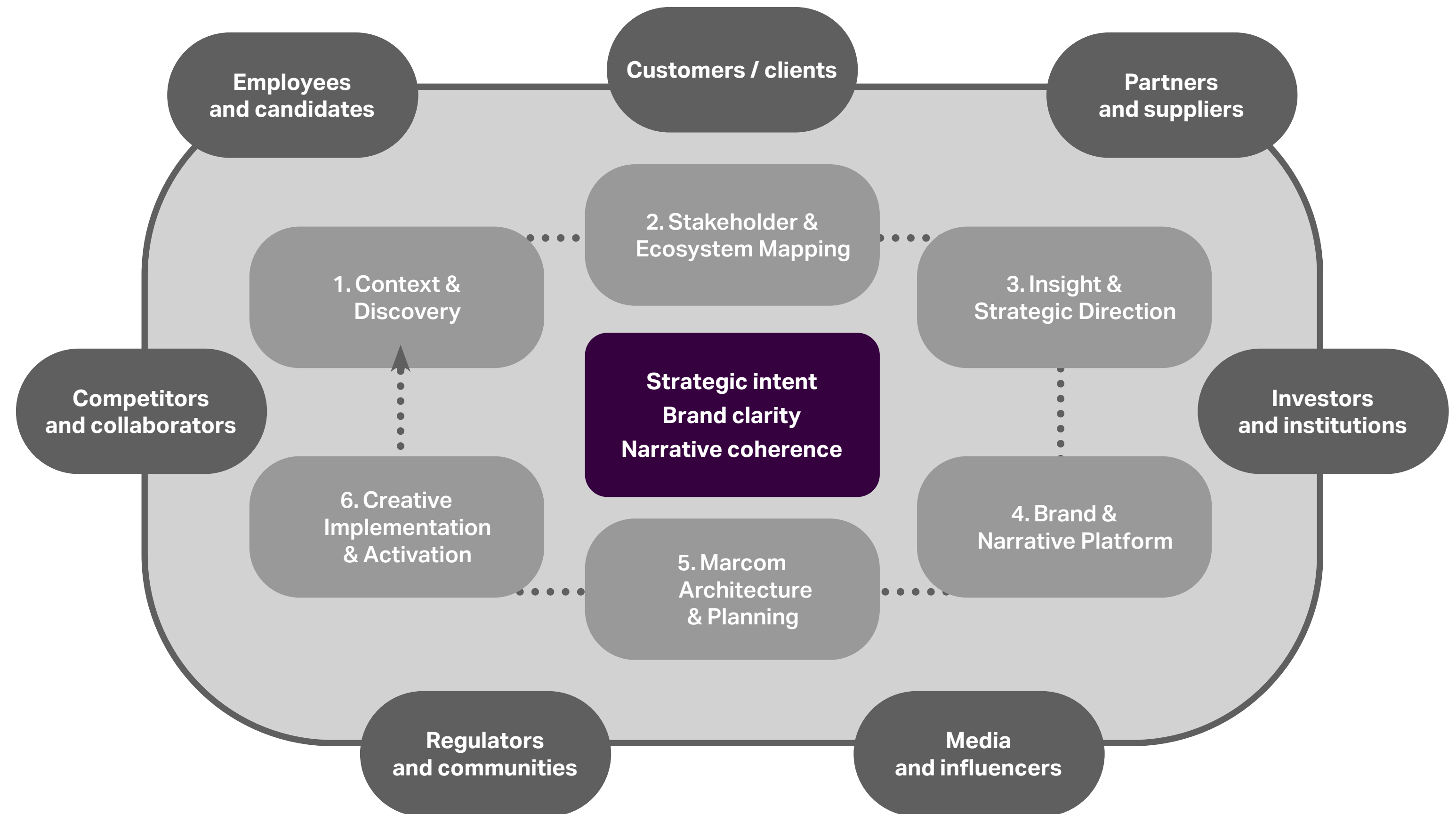
Underlying reasons

- A missing or outdated narrative
- Unclear priorities
- A marcom ecosystem that has grown without a guiding logic.



FRAMEWORK I

My work follows a clear logic, but adapts to context: The Shift & Shape end-to-end marketing communications cycle represents structure without rigidity.



This is not a theoretical framework. It's built from what I've had to make work in real organisations – across sectors, cultures, and constraints.

FRAMEWORK II

Strategic foundation

This phase creates orientation and guidance: Research and insight across business goals, internal realities, competitive ecosystems, stakeholder expectations, and emerging signals.

From direction to execution

Clear priorities, a defined brand and marcom platform, orchestrated execution across channels, and continuous evaluation to adjust course as conditions evolve.

1. Context & Discovery

- Business and organisational context
- Leadership intent and constraints
- Market, sector, and cultural realities
- Internal interviews and workshops

3. Insight & Strategic Direction

- Insight generation and prioritisation
- Strategic choices and trade-offs
- Goal setting (short-term vs long-term)
- Definition of success beyond vanity metrics

5. Marcom Architecture & Planning

- Channel and PESO logic
- Content strategy and formats
- CX journey alignment
- Editorial agenda and cadence
- Governance, ownership, and tools

2. Stakeholder & Ecosystem Mapping

- Stakeholder mapping (internal, external, institutional, commercial)
- Power, influence, expectations, risks
- Competitive and collaborative landscape
- Gatekeepers and enablers

4. Brand & Narrative Platform

- Brand positioning and role
- Purpose, values, personality
- Core messages and narrative logic
- Story architecture across audiences

6. Creative Implementation & Activation

- Visual identity and brand systems
- Campaigns and content
- Digital platforms
- PR, thought leadership, live comms
- Internal comms

SERVICES

Shift & Shape is modular by design. Clients engage when and where it makes sense.

Strategic leadership and structure

- Fractional CMO support
- Brand and communication strategy
- Stakeholder and reputation management
- Marcom operating models, and internal alignment.

Build, execution, and enablement

- Brand systems
- Content platforms
- Creative campaigns
- Digital channels
- PR and thought leadership
- Live communications
- Agency, freelancer, and partner management.



EXPERIENCE & EXPERTISE

Across sectors, roles, and moments of change:

I have worked across B2B, B2C, and B2G environments, often during periods of transition or growth.

Representative contexts

- Building global marcom functions during restructuring.
- Repositioning design, real estate, and industrial brands.
- Supporting venture ecosystems and public-private initiatives.
- Leading market entry and brand architecture projects.



What connects the dots

- Multiple stakeholders
- High expectations
- Limited tolerance for noise
- Strong need for clarity under pressure.



SELECTED WORKS I

Strategy only matters if it holds up in execution.

Strategic narratives and platforms

Examples include culture-led brand positioning, eco-system storytelling, rebranding programmes, and global marcom strategy development.

Tangible outputs

Websites, content systems, investor communications, reports, campaigns, events, and live formats that translate intent into action.



Social media strategy and content concept for Stir



Public relations and thought leadership for XBD Collective



Brochure for Ribcraft

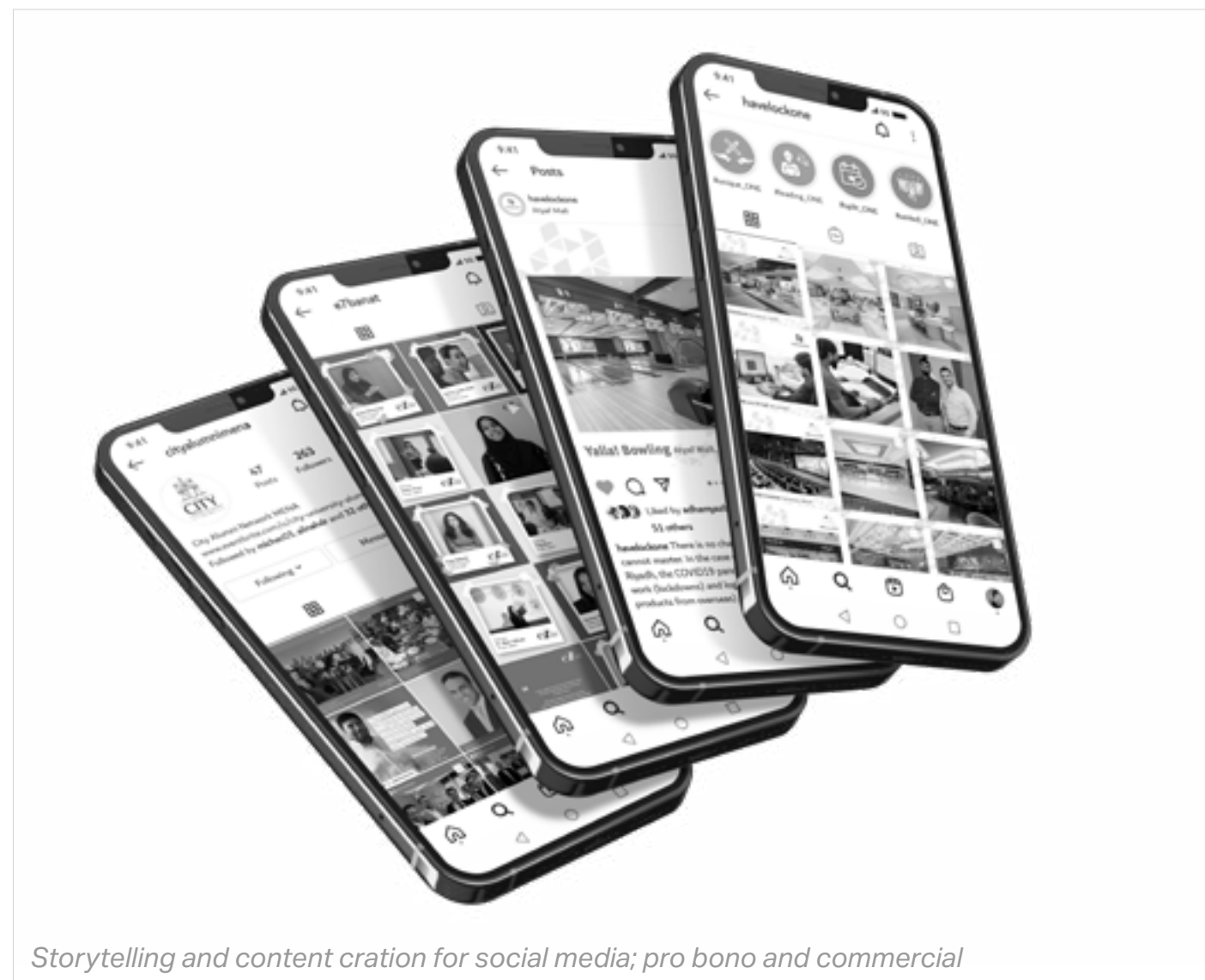
SELECTED WORKS II



Brand strategy and positioning for Havelock One



Digital re-brand roll-out for Havelock One



Storytelling and content creation for social media; pro bono and commercial



Brand architecture for Aurora50



Website relaunch and strategic content updates for Ribcraft

HOW CLIENTS ENGAGE

Strategy only matters if it holds up in execution.

Common formats

- Fractional leadership retainers.
- Defined strategy or transformation projects.
- Advisory and sparring partnerships for leadership teams.
- Project management that requires out-of-the-box thinking and strong commitment.

Creating value

- Senior access
- Stewardship
- Pragmatic thinking
- Honest feedback
- Progress without unnecessary complexity.



WHY WORK WITH ME

Clear, human, senior, and *very German*:

What you see is what you get.



Professional foundation

With over 15 years of international experience, an Executive MBA, and hands-on delivery across industries, I combine strategic thinking with executorial discipline.

Personal approach

I am known for asking the right questions, navigating complexity calmly, and helping organisations articulate who they are and how they want to show up.



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**THANK YOU &
LET'S TALK!**

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