

SPEAKER KIT

Kate Hamilton

Fractional CMO · Chicago



THE SIGNATURE TALK

Be *known* for what you're good at.

Why most firms are better at the work than at explaining it.

You'll leave knowing why your marketing keeps underselling you, which decision fixes it and how to test whether you've made it.

LENGTH

45 minutes,
with a 30-minute variation

FORMATS

Keynote, leadership
workshop, panels and
podcasts

FOR

Professional services leaders,
founder and CEO peer
groups, executive
communities

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Inside: the talk · bios · host intro · tech needs · headshots

THE SIGNATURE TALK

Be *known* for what **you're good at.**

Why most firms are better at the work than at explaining it.

LENGTH

45 minutes, with a 30-minute cut for tighter agendas.

FORMAT

Keynote, in person or virtual. The half-day workshop has the room make its own decision.

BEST ROOMS

Leadership offsites, CEO and founder peer groups, executive communities and professional services associations.

CONTACT

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Most professional services organizations are amazing at the work they do, not always great at promoting their story. Although their best clients see the value they provide, everyone else sees a firm that looks like every other firm.

In this talk, Kate Hamilton walks through why this isn't a marketing problem, it's indecision: firms that tell a broad story to keep their options open communicate vagueness in their messaging. She shows what the decision looks like, what it costs to keep not making it and three tests any leadership team can run before lunch.

What the *room* walks away with.

- 01** Why your marketing keeps underselling you, and why the fix is never the one on the list.
- 02** The decision underneath every positioning problem, and the three questions a leadership team has to answer before marketing can.
- 03** Three five-minute tests to find out whether your firm has made it.

Ways to bring *me* in.

- » **Keynote talk.** 30 to 45 minutes for conferences, member communities and client events.
- » **Leadership workshop.** A half-day working session for one leadership team, in person in Chicago or virtual.
- » **Panels and podcasts.** Positioning, founder-led sales and marketing for professional services.

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katemhamilton.com/book

BIOS

Kate Hamilton

Be known for what you're good at.



WHICH ONE TO USE

Speaker bio: programs and event pages.

Short bio: podcast notes, social posts and introductions.

Long bio: conference sites and anywhere with room.

RESULTS

\$2.5M+

in marketing-sourced revenue at 8th Light

47.1%

win rate on marketing leads

SELECT BRANDS

Procter & Gamble ·
Tetra Pak · Walgreens ·
JPMorgan Chase

Speaker bio.

Kate Hamilton is a Chicago-based fractional CMO and former journalist. She helps consultancies, agencies and professional services firms tell their story and become known for what they're good at. Her signature talk, "Be known for what you're good at," shows leadership teams why most firms are better at the work than at explaining it, and the decision that fixes it.

Short bio.

Kate Hamilton is a Chicago-based fractional CMO and former journalist. She helps consultancies, agencies and professional services firms tell their story and become known for what they're good at. Her work spans positioning, go-to-market and community building, for brands like Procter & Gamble, Tetra Pak and JPMorgan Chase.

Long bio.

Kate Hamilton is a Chicago-based fractional CMO and former journalist. She helps consultancies, agencies and professional services firms tell their story and become known for what they're good at. Her work spans positioning, go-to-market and community building, for brands like Procter & Gamble, Tetra Pak and JPMorgan Chase.

Kate has worked professionally for more than 20 years, first as an award-winning writer and editor for B2B trade magazines, then leading marketing for agencies, consultancies and founder-led companies. Most recently she was VP of Growth at 8th Light, a Chicago software consultancy, where she led marketing and sales and launched the company's first integrated go-to-market strategy. Marketing there sourced more than \$2.5 million in revenue, with a 47.1% win rate on marketing leads.

Telling true stories runs through all of it. She founded LoganSquarist, a Chicago neighborhood news site, and ran it for 13 years with a volunteer team of writers, editors and event producers. She's a member of Chief.

In her spare time, she runs long distances, sings karaoke, gardens, knits and travels whenever she can.

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Intro and tech

Everything you need on the day.

HEADSHOTS

Three high-resolution files (portrait, full and square) in the headshot zip at katemhamilton.com/speaking.

NAME AND TITLE

Kate Hamilton,
Fractional CMO,
Kate Hamilton Consulting

ONLINE

katemhamilton.com
linkedin.com/in/katemhamilton

Host *intro.*

To read aloud. About 40 seconds.

Before our next speaker comes up, a quick test. Think about how you'd describe your company in one sentence. Now picture your partners writing theirs. How many of those sentences match?

Our next speaker thinks the gap between them is costing you clients. Kate Hamilton is a Chicago-based fractional CMO and former journalist with more than 20 years of experience. She's worked with brands like Procter & Gamble, Tetra Pak and JPMorgan Chase, and as VP of Growth at 8th Light, she led marketing and sales.

Today she helps consultancies, agencies and professional services firms become known for what they're good at. Please welcome Kate Hamilton.

Tech *needs.*

In person

- » A projector or screen that takes 16:9 slides, with an HDMI connection. I bring my own laptop and Mac USB-C adapter.
- » A wireless clicker, or I'll bring mine.
- » A lavalier or headset mic for rooms over about 30 people.
- » A confidence monitor if the room has one. Not required.
- » Pens and paper on the tables for the three tests at the end.
- » A 10-minute tech check before doors open. When I don't know the room's setup ahead of time, I present from a PDF.

Virtual

- » Zoom, Teams or Google Meet. I share my own screen.
- » A test run 15 minutes before start, and the chat open during the three tests.

Recording

Fine to record for attendees. Please ask before posting it publicly.

Get in touch →

hello@katemhamilton.com