

HPZ Marketing CEO to Speak at Inaugural FRAK 2023, a Fractional Conference

Jessica Kelley, CEO of HPZ Marketing, a Certified Women's Business Enterprise, to join expert panel at first-ever global fractional conference

MINNEAPOLIS, MN, UNITED STATES, October 24, 2023 /EINPresswire.com/ -- [HPZ Marketing](#), a [fractional executive marketing](#) company, announces that its CEO, Jessica Kelley, will be speaking at the inaugural [FRAK 2023](#) conference.

She will be participating in a pivotal panel discussion that focuses on the inner workings and tangible benefits of the fractional-client relationship.



Marking its global debut today, FRAK 2023 is the first-ever conference dedicated to fractional executives and the businesses that need them. Spanning two days, the event features inspiring keynotes, thought-provoking panel discussions, and unparalleled networking opportunities, catering to the rapidly expanding community of fractional professionals worldwide.

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I'm thrilled to join a panel of experts at FRAK 2023, discussing the power of fractional leadership and real world examples of driving business growth for our clients.”

Jessica Kelley, CEO, HPZ Marketing

“I am honored to share our journey and insights at FRAK 2023, a space that brings together industry experts to discuss the transformative power of fractional executive relationships with our clients,” says Jessica Kelley, CEO of HPZ Marketing. “This panel session promises not only to share real-world results but also to inspire businesses to

harness the potential of fractional leadership to catalyze growth.”

Fractional leadership has been pivotal in helping businesses navigate the complexities of the modern marketplace, especially post-pandemic. Companies, both established and startups, have turned to fractional executives for their expertise, benefiting from their insights without the commitment of a full-time position. This flexible approach to leadership has been instrumental

in driving business agility and success in recent years.

About HPZ Marketing

HPZ Marketing, certified by the Women's Business Enterprise National Council (WBENC) as a Women's Business Enterprise (WBE) and Women Owned Small Business (WOSB), provides interim and fractional executive marketing services. The company aids businesses to achieve a marketing return-on-investment (ROI) with executable strategy and a relentless focus on customer acquisition and retention. HPZ Marketing is an invaluable partner for companies lacking in-house marketing expertise or who cannot afford the cost of full-time chief marketing officer.

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