

WiT Group's Josh Mangum Recognized as Top 10 Pioneering CEOs to Follow

Josh Mangum's Objective-Based Marketing Approach: A Top CEO's Path to Measurable Success

CHARLOTTE, NC, UNITED STATES, February 27, 2025 /EINPresswire.com/ -- Josh Mangum, founder and CEO of WiT Group, has earned recognition as one of the top 10 pioneering CEOs for his innovative work in digital marketing and the development of the [objective-based marketing \(OBM\) approach](#). This award reflects his passion for driving results and his reputation for making a real impact on his clients.



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Entrepreneurial Outlook recognized Josh Mangum as a top 10 CEO for his exceptional leadership and innovative approach to digital marketing. As a publication that highlights forward-thinking business leaders, Entrepreneurial Outlook seeks individuals who challenge the status quo and drive impactful change. Josh's pioneering work in developing the Objective-Based Marketing strategy and his focus on delivering measurable results made him a standout choice for this recognition.

The magazine celebrates leaders like Josh, who succeed while inspiring others to take bold steps in their ventures.

Mangum believes that an objective-based marketing approach is key to aligning efforts with business goals. “I've seen many internal teams and traditional agencies put in great effort but still fail to drive revenue toward those objectives,” Josh Mangum says, sharing his perspective on achieving real results. At WiT Group, Mangum ensures that each client's objectives are clearly defined, focusing on delivering measurable outcomes and driving revenue.

Mangum built his agency using the Objective-Based Marketing approach, which focuses on

company goals and tailors marketing efforts to align with them. This innovative strategy, developed by Mangum, has positioned WiT Group as a trusted digital marketing and [performance-based advertising](#) agency. With a growth marketing mindset, WiT Group's success is entirely tied to client success, helping businesses thrive through performance-based marketing. Under Mangum's leadership, the agency grew 300% in its first year and has continued to see consistent growth over the past five years.



About WiT Group

WiT Group is a full-service digital marketing agency dedicated to helping businesses grow through innovative, results-driven solutions. With expertise in lead generation, [SEO](#), PPC, CRO, and more, WiT Group combines creative excellence with strategic thinking to deliver meaningful results. The agency

also offers strategic business consulting, fractional CMO services, and application development to support business optimization at every level.



For more information, visit <https://witgroupagency.com>

About Entrepreneurial Outlook

Entrepreneurial Outlook is a globally respected business magazine dedicated to showcasing the stories of transformative leaders who are shaping the future of industries. With a focus on entrepreneurial success, innovation, and leadership, the magazine highlights individuals who drive progress and inspire others to pursue their passions. Their editorial team curates insightful features that explore the journeys, challenges, and triumphs of business pioneers, providing valuable lessons and motivation for aspiring entrepreneurs and established executives alike.

To view the article, visit <https://entrepreneurialoutlook.com/top-10-pioneering-ceos-to-follow-in-2024-oct24/>

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