

# Flying V Group Appoints Michelle Williams as Chief Marketing Officer

SANTA ANA, CA, UNITED STATES, May 6, 2025 /EINPresswire.com/ -- Flying V Group, a forward-thinking revenue generation agency, is pleased to announce the appointment of [Michelle Williams](#) as its new Chief Marketing Officer (CMO). With over 25 years of experience in driving impactful, [data-driven marketing strategies](#) for leading global and national brands, Michelle's

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*Robb Fahrion, Flying V Group  
CEO*

expertise will play a crucial role in advancing Flying V Group's mission to deliver innovative, measurable results for its diverse clientele.

Michelle's career has been built on a foundation of analytics and a deep understanding of customer behaviors, beginning as a statistician at Office Depot where she successfully predicted profitable customers from their first purchase. Her sharp insights into customer patterns led to her recruitment by Canon, where she spearheaded the company's digital initiatives across North America, particularly for their consumer products division. Over the years, Michelle has helped elevate brands leveraging a mix

of eCommerce, customer acquisition, and loyalty marketing strategies.

At Flying V Group, Michelle will lead the agency's marketing efforts and continue to drive growth for both B2B and B2C clients. As the new CMO, Michelle will focus on advancing Flying V Group's innovative marketing strategies to deliver exceptional results for its clients. Her leadership will be key in fostering deeper customer connections, enhancing brand loyalty, and driving continued growth through data-informed insights for Flying V Group and its clients.

“Michelle's deep knowledge of business, combined with her strategic mindset and results-driven marketing approach, will be invaluable as we continue to expand our services to both national and global clients,” said Flying V Group CEO, Robb Fahrion. “Her track record in delivering measurable success for brands across multiple industries aligns perfectly with our goal of helping our clients navigate today's ever-evolving digital landscape.”

“Joining Flying V Group is an exciting opportunity to contribute to a dynamic agency with a strong focus on growth and digital excellence,” said Michelle Williams. “I look forward to collaborating with the talented team here to deliver impactful, scalable solutions that help our clients thrive in

an increasingly digital world.”

Flying V Group’s commitment to providing high-impact, tailored marketing strategies for both local businesses and global brands will be significantly enhanced under Michelle’s leadership.

#### About Flying V Group

Flying V Group is a full-service digital marketing agency known for its innovative, data-driven approach to helping clients achieve measurable growth. Specializing in digital marketing, branding, and customer acquisition, Flying V Group partners with companies of all sizes to craft customized marketing strategies that drive success across both B2B and B2C sectors. For more information, please visit [www.flyingvgroup.com](http://www.flyingvgroup.com) or contact the company via email at [info@flyingvgroup.com](mailto:info@flyingvgroup.com).

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