



The Strategy Department™ Introduces Fractional Partnership Model Helping Companies Grow Without Full-Time Hires

Veteran strategy professionals bring wealth of experience to support client growth with minimal overhead

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Real growth starts with leadership, trust & clarity. As fractional partners, we integrate with clients to bridge strategy and delivery, helping scale with purpose while staying true to who they are.”

*Alicia Darrow & Cass Moore,
Co-Founders, The Strategy
Department*

Department, a women-owned fractional strategic partnership firm, announces its official launch to provide growing companies across North America with expert-level strategy execution without the overhead of full-time hires. Founded by strategic consultants Cass Moore and Alicia Darrow, the firm offers over 50 years of combined expertise across growth strategy, business development, marketing, brand development and business transformation.

Riding the Fractional Talent Wave

The Strategy Department's launch comes at a pivotal moment as the fractional executive model gains momentum across North America. Companies are

increasingly turning to fractional partnerships to access senior-level expertise while maintaining operational flexibility, a trend accelerated by evolving workplace dynamics and the need for specialized strategic capabilities.

As growing companies reach organizational complexity, many face a critical challenge: they've outgrown their current processes but lack the internal capacity to execute long-term strategies effectively. The Strategy Department addresses this gap by embedding fractional strategic partners who provide high-impact expertise on a flexible basis.

“Real growth starts with leadership and culture, built on trust, accountability, and resilience,” said founder, Alicia Darrow. “We work as fractional partners, integrating where needed to bridge gaps, streamline ideas, set clear priorities, and help organizations scale with purpose without losing what makes them unique.”

Founder Cass Moore adds, “At the heart of our approach is creating space for you to feel truly heard and valued. We quickly build trust and collaborate with our clients, integrating our insights into the existing foundation. Together, we drive purposeful, market-informed growth that honors the uniqueness of each organization.

The firm specializes in three core areas:

1. Growth Strategy & Transformation: Strategic planning, culture audits, and change navigation for companies experiencing rapid growth or market shifts
2. Marketing, Brand & Digital: Rebranding initiatives, content strategy development, and digital optimization to strengthen market position
3. Business Development & Communications: High-stakes proposals, strategic events, and message-driven materials that win business

Unlike traditional consulting firms that deliver

recommendations and exit, The Strategy Department embeds as active partners within client teams. This hands-on approach ensures:

- Strategy and delivery: Strategic plans that get implemented with measurable results
- Flexible engagement: Fractional support scaled to client needs and capacity
- Cultural alignment: Strategies that honor existing company culture while driving transformation
- Cost-effective expertise: Senior-level strategic guidance without permanent headcount

Ideal Clients Include:

- Private equity and venture-backed companies pushing for aggressive growth
- Mid-sized and scaling companies outgrowing current processes
- Corporate innovation and transformation teams executing new initiatives
- Founder-led and family-owned businesses seeking operational expertise

“In a world that is so fast paced and stressful, it is a breath of fresh air to have a team who you can trust to get it all done,” said a current client. “Cass and Alicia consistently created clarity where I felt overwhelmed, aligning priorities and giving me practical next steps.”

For more information, visit www.strategydept.com or contact hello@strategydept.com.

About The Strategy Department



**THE STRATEGY
DEPARTMENT™**

Strategy that grounds you. Growth that moves you.™

The Strategy Department provides [fractional strategic partnership services](#) to growing companies that need expert-level strategy execution without full-time executive hires. With over 50 years of combined expertise, founders Cass Moore and Alicia Darrow embed as partners to help leadership teams navigate growth, transformation, and strategic initiatives with clarity and purpose. The firm specializes in growth strategy, marketing and brand development, and business communications for financially backed businesses, scaling companies, and organizations executing transformation projects. For more information, visit www.strategydept.com or <https://linkedin.com/the-strategy-dept>.

About The Founders

Cass Moore and Alicia Darrow bring complementary expertise developed through years of senior strategic roles. Their experience spans multiple industries and company sizes, from startups to Fortune 500 corporations. Together, they've led transformational growth strategies, major rebranding initiatives, and complex stakeholder alignment projects.

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