

recrafted Launches Fractional Commercial Growth and Marketing Service to Help Bioeconomy Companies Gain Market Traction

New firm couples fractional Chief Growth Officer leadership with a full-service commercial and marketing engine built specifically for bioeconomy innovators

ALBANY, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [recrafted](#), a fractional growth and marketing firm built for the bioeconomy, today announced its official launch. The company helps science-driven companies turn technical breakthroughs into commercial traction through clear market positioning and demand generation without the cost or complexity of building its commercial function from scratch.

recrafted was founded on a simple observation: in the bioeconomy, technical readiness often outpaces market readiness, resulting in lagging commercial growth. Companies often de-risk the science years ahead of building the story, the strategy, and the stakeholder trust needed to bring that science to market. The result is a widening gap between what a company has proven in the lab and what its customers, investors, and partners understand about it.

“Too many bioeconomy companies pour every resource into solving the technical challenge and treat commercial progress as something that will naturally follow from technical progress,” said

recrafted
fractional + frictionless growth



Pareen Shah, Co-founder & Managing Director

[Pareen Shah](#), co-founder & managing director of recrafted. “By the time they turn to it, they're already falling behind on commercial milestones, with a closing window to catch up. We built recrafted to close that gap early, with senior-level growth leadership that's built for how the bioeconomy actually buys.”

To close that gap, recrafted offers what it calls a fractional and frictionless Chief Growth Officer model. Unlike a traditional fractional CMO, who typically owns a single function reporting into a larger goal, recrafted's fractional CGO is accountable for the entire commercial function, ensuring marketing, sales, product, and operations work together to bring a technology to life. That leadership is paired with an execution arm covering messaging, public relations, digital marketing, SEO and GEO, and demand generation, so bioeconomy companies get both strategic direction and frictionless delivery from a single partner.

The firm's services are organized in three stages built to match where a company stands: a Foundation package for pre-traction and early-formation companies establishing their core story, a Growing package for early-stage companies building traction and market momentum, and a Scaling package for companies ready to amplify positioning and accelerate demand.

recrafted's team combines bioeconomy fluency with business and communications expertise. Alongside Shah, the firm's PR leadership, Nicolia Wiles and Victoria Lee, focus on building public trust and shaping stakeholder narratives for bioeconomy innovators.

recrafted is now [accepting new client engagements](#).

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About recrafted

recrafted partners with bioeconomy innovators to translate complex science into clear commercial strategy, compelling stories, and measurable growth. Combining bioeconomy fluency with business insight, the firm provides a frictionless approach: fractional Chief Growth Officer leadership alongside a full-service marketing engine, combining to help companies from early-stage ventures to scaling organizations align stakeholders and unlock the commercial potential of their science. recrafted has offices in the San Francisco Bay Area and Austin, Texas. For more information, visit www.recrafted.com

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