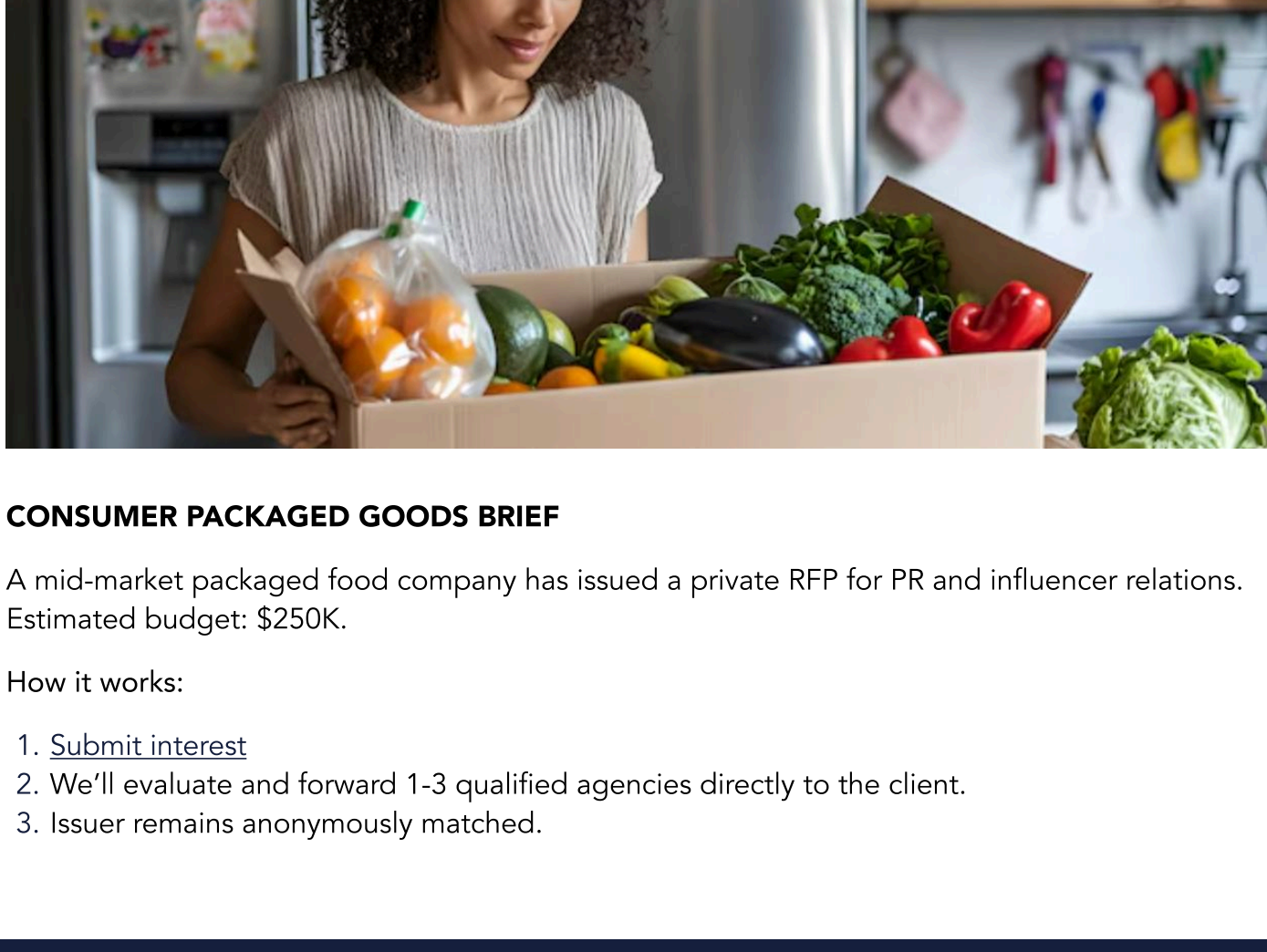


Inside Track

How to use this intel: Treat Inside Track as your rare deal flow. These opportunities aren't circulating publicly. They may come from our CMO interviews, client network, or senior BD leaders who pass along briefs they're not pursuing. If it fits your sweet spot, apply quickly — we only forward a select few agencies to the issuer.



CONSUMER PACKAGED GOODS BRIEF

A mid-market packaged food company has issued a private RFP for PR and influencer relations. Estimated budget: \$250K.

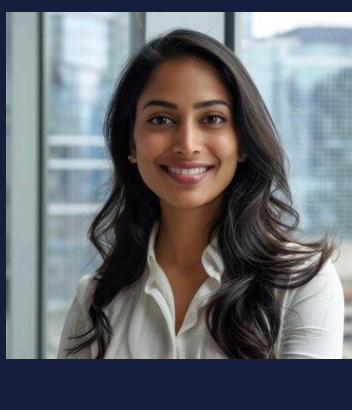
How it works:

1. [Submit interest](#)
2. We'll evaluate and forward 1-3 qualified agencies directly to the client.
3. Issuer remains anonymously matched.

CMOs on the Move

How to use this intel: New CMOs often shake up agency rosters within 6–12 months. Prioritize outreach to the four featured CMOs first, then use the extended list for research and targeting.

FEATURED



Sarah Johnson
CMO, ACME CORP

Acme is betting on Johnson's digital transformation chops to jump-start stagnant growth. A new CMO often signals agency reviews within 6–12 months — potential opening for creative + performance partners.



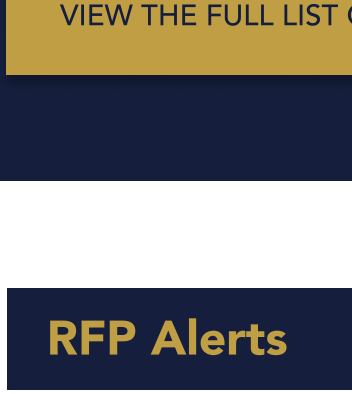
Robert Lee
CMO, TECHNOVA

Ex-Google marketer with a strong AI/data background. Expect early-stage pilots in analytics and personalization — digital agencies should keep close watch.



Sonia Patel
CMO, GREENEARTH ENERGY

Coming from BP's sustainability team, Patel is likely to prioritize ESG comms and corporate reputation campaigns.



David Kim
CMO, LUXEWEAR

Shift from DTC fashion to luxury retail. Signals possible expansion into experiential activations and influencer-led launches.

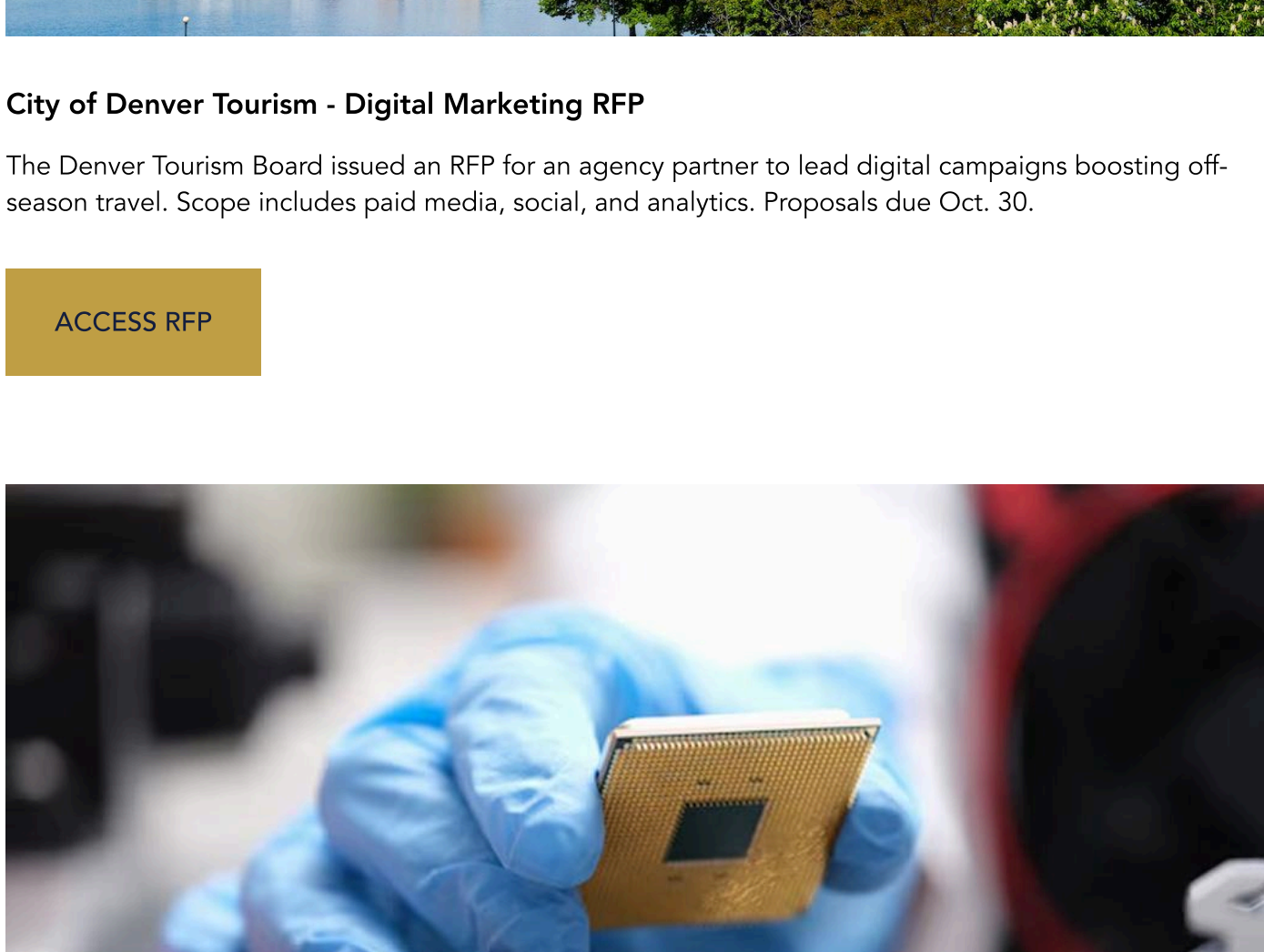
ADDITIONAL MOVES

- **Maria Gonzales** → Chief Marketing Officer, CityBank Midwest
- **Alex Johnson** → Chief Marketing Officer, BrightHealth
- **Priya Nair** → Chief Marketing Officer, FreshPet
- **Michael Chu** → Chief Marketing Officer, Streamline Logistics
- **Jennifer Wallace** → Chief Marketing Officer, EverGreen Hospitality Group

[VIEW THE FULL LIST OF 20+ CMOs →](#)

RFP Alerts

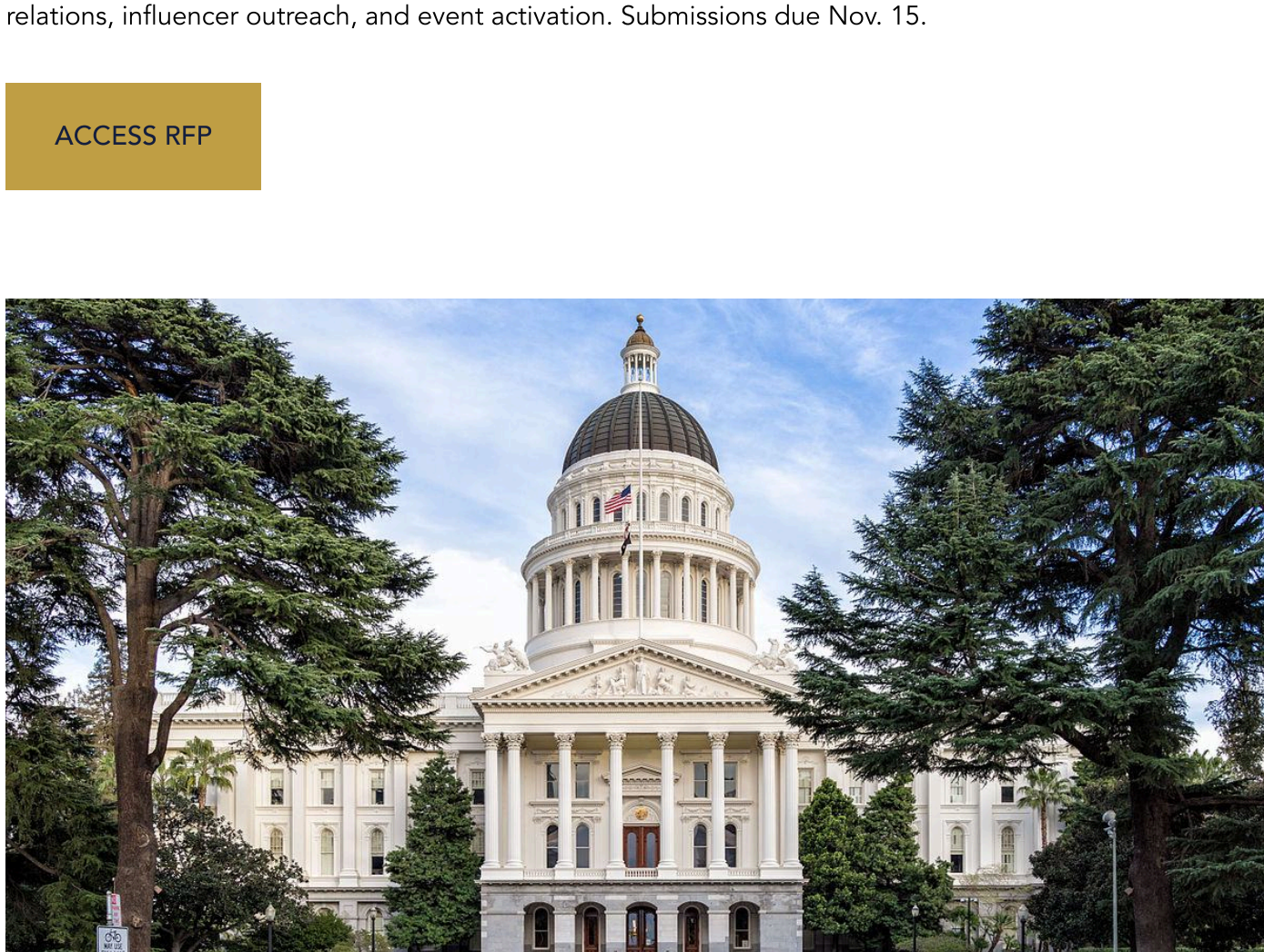
How to use this intel: These are open doors. Move fast — deadlines are tight, and competition is high. Assign someone on your team to review each RFP immediately and decide if it's worth pursuing.



City of Denver Tourism - Digital Marketing RFP

The Denver Tourism Board issued an RFP for an agency partner to lead digital campaigns boosting off-season travel. Scope includes paid media, social, and analytics. Proposals due Oct. 30.

[ACCESS RFP](#)



Global Consumer Tech Brand – PR Agency Search

A leading electronics company is seeking a PR firm for its North American launch. Focus on media relations, influencer outreach, and event activation. Submissions due Nov. 15.

[ACCESS RFP](#)



State of California – Public Health Awareness Campaign

The California Department of Public Health is seeking an agency to lead a statewide campaign around vaccination awareness. Scope includes creative development, multilingual media placement, and community outreach. Budget: \$4M. Responses due November 20.

[ACCESS RFP](#)

Signals Digest

How to use this intel: Use these funding rounds, M&A deals, and market shifts as prospecting angles. Scan for industries where you already have credibility, and build outreach hooks around the change.

BrightHealth raises \$50M Series C → likely market expansion, potential brand + demand gen support.

Fusion Foods merges with Organic Valley → integration often sparks need for unified campaigns.

MetroBank trims 20% of marketing headcount → likely to fill gaps with agency partners.

PlayNext Gaming raises \$80M Series D. Funds earmarked for U.S. expansion. Expect increased ad spend in sports sponsorships and streaming.

MedCare Solutions acquires VitalPath Diagnostics. Integration signals need for unified branding, patient communication campaigns, and digital portals.

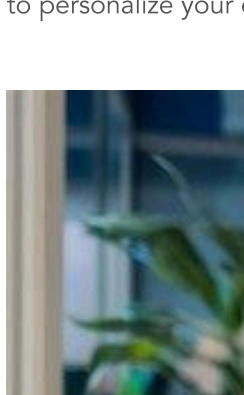
AeroLogix secures \$120M Series B funding → Logistics tech firm scaling U.S. operations; likely to invest in brand awareness, demand gen, and channel marketing.

CareWell Health merges with LifeBridge Clinics → Integration of regional health networks will require unified branding, patient communications, and digital platforms.

FreshBite Foods launches nationwide retail expansion → Rolling out into 3,000 grocery stores by 2025; opportunity for shopper marketing, promotions, and local activations.

In The News

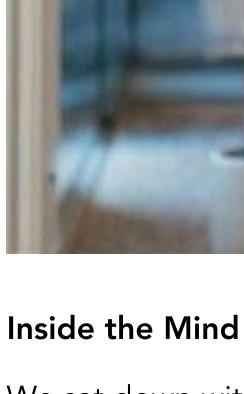
How to use this intel: These insights come straight from executive interviews, trade articles, and earnings calls. Each one is scored for its opportunity potential.



“We’re prioritizing sustainability initiatives in every campaign.”
– CMO, **Banza**

Banza's CMO told AdAge that all future campaigns must showcase sustainability credentials. This signals new opportunities for agencies with ESG storytelling, packaging innovation, and purpose-driven creative. Shops specializing in cause marketing or CSR alignment will be especially well positioned.

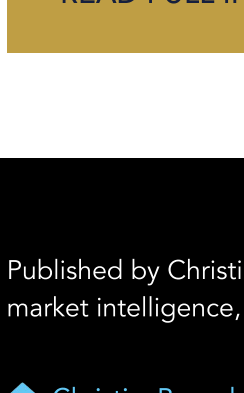
OPPORTUNITY HEAT SCORE: 5/5



“Our biggest growth lever is retail media partnerships.”
– CMO, **Discover**

In a recent BrandWeek panel, Discover confirmed major spend shifts toward retail media networks. This opens doors for agencies with expertise in shopper marketing, retail channel strategy, and omni-channel creative that ties digital activations to in-store conversions.

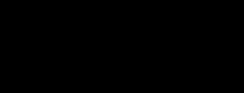
OPPORTUNITY HEAT SCORE: 4/5



“We’re exploring AI-driven personalization for customer engagement.”
– CEO, **Bloomin' Brands Inc.**

On an earnings call, Bloomin' Brands' leadership emphasized AI-powered personalization as a top 2025 initiative. This creates immediate opportunities for martech integrators, performance agencies, and CRM-focused shops that can implement and scale data-driven customer experience programs.

OPPORTUNITY HEAT SCORE: 5/5



“We’re doubling down on e-commerce as a growth engine.”
– CMO, **Amazon Web Services**

AWS's pivot to digital channels suggests near-term opportunities for agencies skilled in UX, conversion optimization, and performance media.

OPPORTUNITY HEAT SCORE: 5/5

“Our brand refresh positions us for Gen Z.”
– CEO, **Harley Davidson**

While the rebrand work may be complete, downstream activations in influencer and event marketing are wide open.

OPPORTUNITY HEAT SCORE: 5/5

Exclusive Interview

How to use this intel: These are early-access insights directly from newly appointed CMOs. Use their stated priorities to personalize your outreach and position your agency as a fit.

Inside the Mind of a Growth-Stage CMO: Interview with Alex Ramirez of FinTechCo

We sat down with Alex Ramirez, CMO of FinTechCo, to discuss his top priorities: scaling awareness, building trust in financial services, and evaluating new agency partners. Ramirez reveals why data-driven storytelling will define FinTech marketing in 2025.

[READ FULL INTERVIEW](#)

Published by Christian Banach Growth Consulting — helping agencies land 6- and 7-figure opportunities through market intelligence, coaching & leadership, and outsourced growth services.