

“The tools that Jeff introduced allowed the AgriPlex team , amongst other benefits, to have better conversations and potentially accelerate decision making.”

— Wim van Haeringen, PhD
Co-Founder, MolGen



“Jeff introduced a number of tools to help our team visualize and solidify key initiatives, while ensuring the right people were held accountable to communicate and execute those critical items.”

— Alexandra Carr
Operations Project Manager

Jeffrey M. Luke

Strategy, Execution & Marketing Consultant | Fractional CMO

Jeff is a trusted, executive-level marketing leader with more than 20 years of strategic planning, scaling-up and execution-minded experience with start-up, scale-up and grown-up companies.

With an emphasis on using common tool sets to improve conversations, speed decision making and move companies forward - Jeff is able to introduce new levels of focus, alignment and accountability to deliver positive outcomes for customers, team members and the company. Jeff has a passion for seeing people, ideas and companies thrive. His energy, passion, and positive/forward thinking mindset are tools just as powerful as any go-to-market plan.

In addition to consulting, Jeff is the founder of Iron Age Athletics, a fitness brand dedicated to helping people thrive through fitness and community, while promoting longevity habits.

If you are a business leader and feeling challenged with your company’s identity or model in a continuously changing landscape ... or wondering how you can create better alignment, focus and accountability with your teams – then Jeff and Iron Age Consulting can help.

With years of strategic, marketing, innovation and coaching experience – I can help you co-create a set of tools that will enable you to easily capture and communicate your business model, your strategies, your execution plans – and more. This core activity creates a common language within your company which is part of the secret sauce that will drive you forward.

Fractional CMO time may also be available to assist or lead your marketing function, or help with special or timely projects.

Strategy	Execution	Marketing	Special Projects
<ul style="list-style-type: none"> • Business Model Canvas • Strategic Plans • Internal Communication 	<ul style="list-style-type: none"> • Swim Lanes for Key Initiatives • Bi-Weekly Coaching Sessions • Meeting Facilitation 	<ul style="list-style-type: none"> • Go-to-Market Plans • MarCom Execution • Product & Service Launches 	<ul style="list-style-type: none"> • Continuous Improvement • Customer Maps & Feedback • Competitive Analysis
<p><i>The first thing I like to complete in any consulting opportunity is a Business Model Canvas. This is one of the best tools to fully understand your business and how it will launch, grow and change.</i></p> <p><i>This simple, 9 block tool captures the basic building blocks of your business so you can easily compare it to your competitors and more importantly, communicate it to your teams.</i></p> <p><i>Besides giving you and your teams clarity on how your company drives revenue and profit, it gives you a powerful tool to discuss opportunities, changes and threats – while getting all of your teams speaking the same language.</i></p> <p><i>From there we can continue to drive focus, alignment and accountability by co-creating simplified strategic plans and other business tools.</i></p> <ul style="list-style-type: none"> • In my experiences, the power of creating a common tool set and a common language is an immediate sense of alignment and focus - which allows you to move at warp speed. 	<p><i>The outcome of any strategic planning work is a simplified One Page Strategic Plan which captures and communicates your company's vision, strategy and priorities - creating alignment and focus for all team members.</i></p> <p><i>It sets the stage for company, department and individual key initiatives and projects.</i></p> <p><i>To drive execution and accountability, swim lanes can be created to provide clarity and detail to key initiatives and projects with yearly and quarterly S.M.A.R.T. goals.</i></p> <p><i>Bi-weekly coaching can be introduced to further enhance accountability and build a high trust environment..</i></p> <p><i>This process can also include an assessment of your teams, functions and processes to ensure the execution of your strategies can be successfully managed.</i></p> <ul style="list-style-type: none"> • This pillar of cash generation can be improved with more common tools that increase accountability while building trust. 	<p><i>In addition to strategic and execution work, Iron Age Consulting can also assist or lead your marketing function.</i></p> <p><i>From go-to-market plans to account-based marketing tactics that align to your business model and strategic plans, a full spectrum of MarCom work can be managed for you.</i></p> <p><i>Having managed large and small teams and agency partners to having to complete the majority of the work alone, I can help or lead, while getting my hands dirty.</i></p> <p><i>In a tech heavy world that gets more impersonal each day, I believe the marketing function can bring the human element and emotion back into the mix, while driving the brand and key differentiation points - leading to customer acquisition, retention and growth.</i></p> <ul style="list-style-type: none"> • Marketing is a total company effort that can align all departments on common goals and cash generation. Account-based marketing pulls sales, operations, customer/tech service and finance together. 	<p><i>There also may be one time or semi-regular projects that you may need help with.</i></p> <p><i>With my vast experience in strategic planning, marketing and innovation - there are a number of project types I may be able to assist with or lead.</i></p> <p><i>From implementing a continuous improvement program to market and customer research to competitive analysis - I'll be able to complete these in a timely fashion while delivering the expected outcomes.</i></p> <p><i>Many companies often struggle just to complete the basics, and never seem to have the resources available to complete critical work that often provides insights into new strategies, opportunities or change management. This is a perfect fit for Iron Age Consulting.</i></p> <ul style="list-style-type: none"> • Investing in more than just the basics can drive outcomes quickly and dramatically, like when a heavy equipment company invested in market research that drove distributor sales with one key finding.

Call or email Jeff today to start an introductory conversation:

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