

REPRESENTATIVE ADVISORY MANDATE

Fractional CTO leadership for a multi-market wellness business

Executive technology direction without adding a permanent leadership layer

THE SITUATION

A regional wellness business needed senior technology leadership across market priorities, platform choices, partners and suppliers—while retaining the flexibility of a defined-duration advisory mandate.

BEST FIT

Best suited to organisations entering a new market, resetting technology direction, changing major partners or operating between permanent CIO/CTO appointments.

THE INTERVENTION

- Set technology priorities against business and market needs
- Aligned platform, partner and supplier decisions
- Strengthened governance, risk visibility and executive decision support
- Provided continuity across strategy, operating-model and delivery questions

EXECUTIVE VALUE

Clearer priorities, more accountable decisions and an experienced technology voice at the executive table—without positioning the role as permanent employment or hands-on engineering delivery.