

# Welcome to the CIO Hour!

July 2023

## Hired Guns: Fractional C-Suite Talent

## Today's Panel



**NADINE WITCHEL**

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**Nadine Witchel**, is the Founder and CEO of Zen Zero, a firm providing finance and accounting services to associations and not-for-profit organizations. Nadine is a seasoned professional accountant leader that is passionate about helping organizations achieve their financial goals with accounting and technology. Nadine has 20 years of experience leading finance, operations, membership, and technology departments for both not-for-profit and for-profit organizations.



**BRIAN SCOTT**

Founder, ClearTone Consulting  
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**Brian** has been helping organizations improve their cybersecurity risk profiles. ClearTone Consulting provides industry leading 501CISO cybersecurity leadership services to the nonprofit and association markets. Based upon over 20 years of being the CISO within a \$100M company, Brian effectively translates the complex and dynamic world of cybersecurity risk and protections into an understandable and achievable program that helps small and medium-sized organizations.



**RICK BAWCUM**

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**Rick Bawcum** is the CEO at Cimatri, a professional services firm specializing in digital transformation for associations and non-profits. He is an author and frequent presenter on the impact of disruptive technologies ranging from the Internet of Things (IoT) to Artificial Intelligence (AI) and Blockchain. Rick serves multiple association clients as their virtual CIO/CTO, and is a sought-after strategic advisor to associations and non-profit organizations in the US and abroad.



**JAMES C. MARQUIS**

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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.


## The CIO Hour: Hired Guns – Fractional C-Suite Talent

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.

## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

## Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. The Age of AI has begun

<https://www.gatesnotes.com/The-Age-of-AI-Has-Begun>

2. AWS unveils \$100M program to help customers use generative A.I.

<https://www.cnbc.com/video/2023/06/22/aws-unveils-100m-program-to-help-customers-use-generative-a-i.html>

3. Zuck aims a killer blow at Musk outside the cage with Meta's new Threads Twitter clone

<https://www.businessinsider.com/mark-zuckerberg-targets-elon-musk-twitter-threads-clone-2023-7>

4. A flying car prototype just got an airworthiness certificate from the FAA

<https://www.cnn.com/2023/07/03/tech/flying-car-faa/index.html>

# Today's Topic: Hired Guns: Fractional C-Suite Talent

## Fast Facts: When Does a Fractional Leader Make Sense?

- **Too early for full-time** – your company is starting to get traction and you need the expertise of a C-level leader but you don't have the money or the need for a full-time person.
- **Coaching / Mentoring** – your current full-time leader is not delivering. They need the help of an experienced leader to come alongside and help get them to where they need to be.
- **Unexpected departure** – someone just left (or was terminated) and you need someone on the ground tomorrow to keep the team together and moving forward.
- **Assessment** – You are not sure what you need. The gut feel is that the leader in place is not working but you need someone with the relevant experience and skills to come in and give you an objective assessment.
- **Critical inflection point** – whether the company is experiencing significant growth or looking to raise money (or any number of other critical transition points), you know that it is going to take some different skills to help get you to that “next level”.

SOURCE: <https://www.techcxo.com/are-you-leveraging-fractional-c-level-leadership-maybe-you-should/>

# On to Your Questions...



What are some of the common scenarios you see which should trigger engaging outside help?

What do you see as the difference between commercial and non-profit focused services?

# How do you structure these agreements? AKA – What should I expect to pay?

When outsourcing is the right option, how do you find a space for the employee who does that function now, they are valuable to the org and you don't want to lose them?

What are some of the barriers you see with associations that keep them from engaging outside help?

# What are some of the risks when you fail to engage outside expertise?

Where do you see some of the biggest value gains for organizations from going outside?

Any last parting advice,  
especially for smaller organizations...



# Other Questions?



Thank you to our panel of experts!



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## Final Thoughts

- Join us August 3<sup>rd</sup> for **Privacy 101 – Understanding the Landscape**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

