



BOB CAVILLA

Over 20 years of digital marketing experience building and managing companies, teams, products, marketing programs, and more.

VP Digital Growth Dorilton Capital

Advised private equity portfolio companies, filled missing executive digital marketing roles, led value creation projects.

GM Digital & Content Products Pure Incubation

Developed and launched new digital product lines for a B2B demand generation / data company.

Co-Founder & Agency Exec. UpWord Search Mktg. / BOL

Founder of digital marketing agency, led for 10+ years before being acquired.

[Additional BIO details](#)

CONTACT

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Fractional Digital Marketing & Product Led Growth Solutions

FRACTIONAL SOLUTIONS

Digital Marketing / CMO:

- Senior level advisory and management of digital marketing initiatives and operations: internal teams, agencies, martech, budgets, campaigns, channel mgt., CEO advisory, CMO proxy

Digital Products:

- Digital product development ownership: business case, product roadmap, project management, market validation, GTM

[Additional Service details](#)

Benefits of a Fractional Executive

- C level strategic and operational support at a fraction of the cost of a full time executive.
- Perfect for companies with small junior/mid-level marketing teams and external vendors lacking internal senior digital / marketing leadership.
- Flexible commitment for growth stage companies still building out their executive team.
- Dedicated hours/days per week, short or long-term (3-12 months)
- Scheduled and ad hoc meetings, calls, communication.

SAMPLE ENGAGEMENTS & EXPERTISE

Engagement: National Acute Care Healthcare Company

Ongoing C level support for small internal marketing team. Led website redesign RFP and vendor / project management, implemented new HIPAA compliant lead gen program, created M&A digital playbooks, transitioned agency services in-house.

Engagement: Industrial Services Company

Helped CEO hire small marketing staff and provided ongoing mgt. Organized a sales & marketing off-site and developed an account based marketing (ABM) framework which tracked mktg. to pipeline

Engagement: DTC Nutritional Company

Managed external ad agency relationship, negotiating new terms, adjusted strategy to deal with privacy updates, improved ROAS

DIGITAL EXPERTISE

SEO, PPC, ABM, Content Marketing, Mktg. Automation, Data Analytics, Generative AI, UX / UI, CRO, CRM, Demand Gen, E-Commerce, and more.