

Myths, Legends & Facts

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MYTHS ABOUT FRACTIONAL LEADERS

Myths about fractional leaders often portray them as less experienced, committed, or effective than full-time execs, suggesting they offer shallow advice or just create plans without real impact. The reality is they bring deep, high-level expertise (like CCOs or CMOs) for focused outcomes, are highly dedicated to delivering results (not just hours), integrate deeply for strategic goals, and are a cost-efficient way to access top talent, debunking myths of being expensive or temporary band-aids.

MYTHS, LEGENDS & FACTS

Myth 1: They are less qualified or experienced.

Reality: Fractional leaders often have decades of C-suite experience with large companies but work part-time, making their strategic value accessible to smaller businesses that can't afford a full-time executive.

Myth 2: They aren't committed or care.

Reality: They are hired for specific outcomes, not hours, and their success is tied to the company's results, driving deep dedication to impact, not just showing up.

Myth 3: They are too expensive for small businesses.

Reality: While hourly rates are high, they eliminate full-time overhead (benefits, recruitment fees) and deliver immediate, high-level strategy, often saving money long-term.

Myth 4: They'll just create a plan and leave.

Reality: Effective fractional leaders implement, coach, and ensure results, unlike poor consultants who drop decks and run; they focus on tangible impact.

Myth 5: They don't integrate or lack cultural fit.

Reality: They are highly integrated strategic partners, bringing fresh perspectives and supporting the existing team to achieve specific goals, not just temporary fillers.

Myth 6: They only provide surface-level advice.

Reality: They offer deep, focused expertise (e.g., fractional CMOs, CFOs), solving complex problems with strategic clarity rather than generic tactics.

Myth 7: Limited Sector-Specific Knowledge and Industry Gaps:

Reality: While fractional executives bring broad cross-sector experience, which can be advantageous, they are often selected based on relevant industry knowledge. With fractional executives, SMBs can bring on specialized expertise on a flexible basis rather than committing full-time resources to narrowly-focused roles.

Myth 8: Higher Long-Term Costs with Limited Returns or Ongoing Retainer Costs:

Reality: For companies with budget constraints, fractional executives offer cost-effective access to seasoned expertise that they might not be able to afford full-time. Retainers and short-term engagements are structured to achieve results within an optimized timeframe, often delivering greater ROI than a full-time hire would provide in the same period.

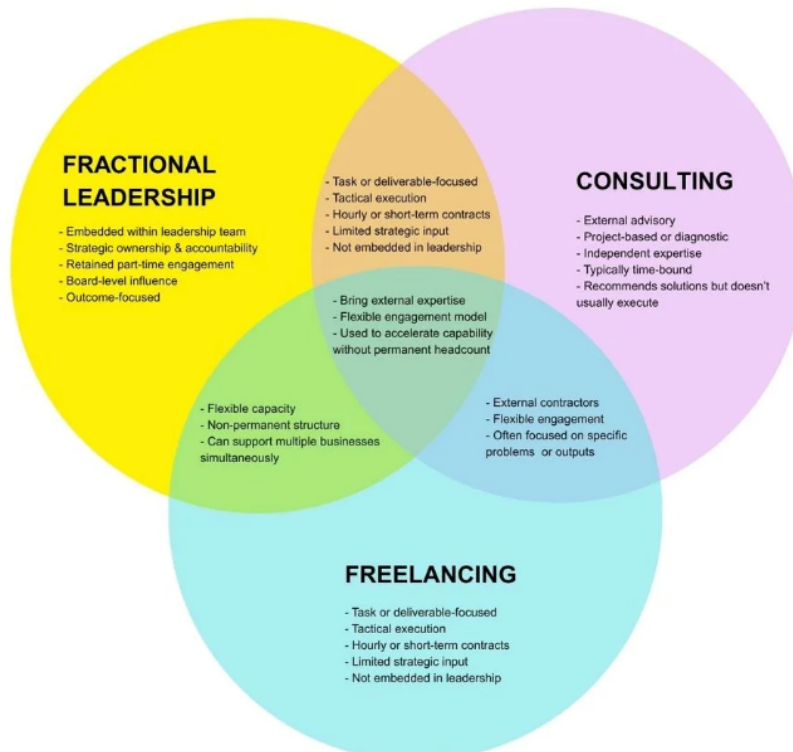
Myth 9: Potential for Strategic Misalignment and Short-Term Priorities vs. Long-Term Vision:

Reality: Strategic alignment is a priority for fractional executives, who understand the importance of aligning with a CEO's vision. The flexibility of the fractional model allows businesses to pivot quickly if short-term needs evolve, making it especially suited for dynamic environments like startups.

Myth 10: You Lose Marketing Operations Oversight with a Fractional Model

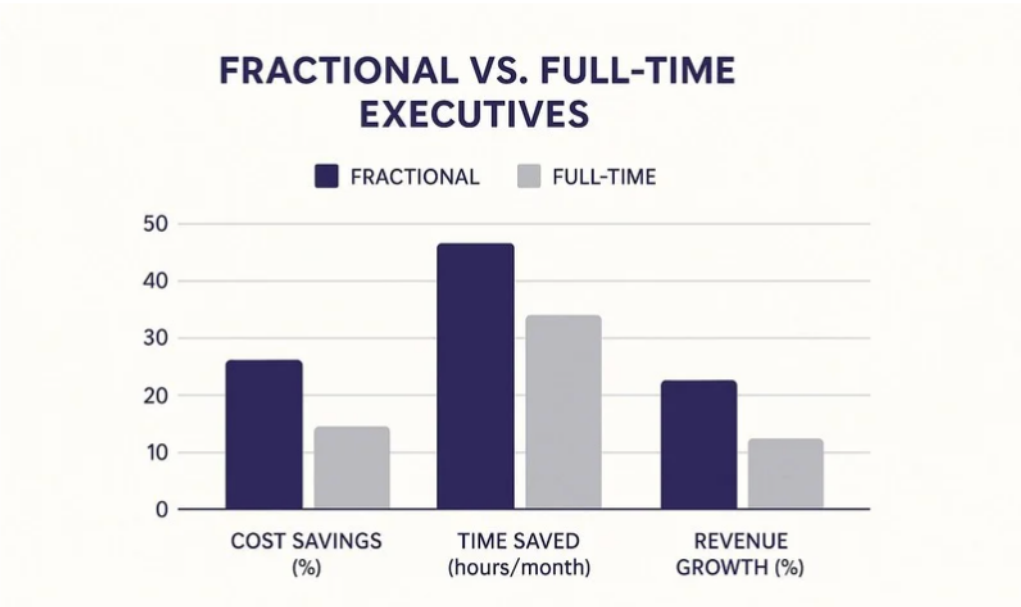
Reality: Fractional Leaders align systems, tech stacks, and reporting. They ensure cohesion across disparate programs, from digital advertising to product launches, even if specialized teams execute individually. The breadth of oversight depends on the scope of work. Some serve as interim department leaders, directly managing a client's marketing staff.

FRACTIONAL VS FREELANCE VS CONSULTANTS



FRACTIONAL EMPLOYEES

Rethinking what leadership looks like is actively reshaping the cultural fabric of executive leadership. Fractional leaders provide focused, high-level expertise as a strategic, cost-effective solution, not a lesser or temporary fix.



THE VALUE LIES IN: FLEXIBILITY. VERSATILE, EFFECTIVE & COST CONSCIOUS.

Fractional Leaders are a premium, targeted solution. The very best marketing minds offer their services at a partial capacity to match growth-oriented companies seeking flexibility and greater bandwidth. When utilized strategically, fractional Chief Marketing Officers accelerate results and expand capabilities beyond the limitations of any one leader. They shatter the myth part-time means partial effort or partial outcomes. With the rise of fractional, the future of marketing leadership is both fractional and phenomenal. Find out how Kevin Amter can help your brand fractionally and remember, there never was such a thing as a Unicorn. Never was, never will be.

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