

IF YOU WANT TO GET NOTICED,

BE INTERESTING.

IF YOU WANT TO BE HEARD,

BE CLEAR.

IF YOU WANT TO WIN HEARTS,

**COME FROM
THE HEART.**

A two-time Inc. 5000 CEO for founder-led and investor-backed companies that need growth, operating clarity, and accountable execution - without another full-time executive layer.

2X **25+**

INC. 5000 CEO YEARS BUILDING GROWTH



THE OPERATING PROMISE

**BRAND PEDIGREE.
CEO JUDGMENT.
OPERATOR ACCOUNTABILITY.**

WHERE THE WORK BEGINS

THE BUSINESS HAS OUTGROWN THE WAY IT IS BEING LED.

The mandate rarely begins with a title. It begins when senior judgment, commercial clarity, and operating accountability are missing from the same room.



**Too much is still
sitting with the
founder.**



**Marketing is moving
without a
commercial spine.**



**The next decision
needs judgment,
not another
presentation.**

THE ANSWER

PUT CONSEQUENCE BACK IN THE ROOM.

Ari connects brand, demand, people, cash, and cadence so the next decision can survive Monday morning.

THREE MANDATES. ONE OPERATING MIND.

The title changes. The standard does not: make the priority clear, put an owner against it, and build the operating rhythm that moves it forward.

01

FRACTIONAL CMO

Turn marketing activity into accountable growth.

Positioning | go-to-market | demand | customer experience | revenue scorecards



02

FRACTIONAL CEO

Scale the company without burying the founder.

Pricing | pipeline | operating cadence | decision rights | leadership accountability



03

EXECUTIVE ADVISOR

Bring operator judgment into consequential decisions.

Growth governance | AI transformation | acquisition integration | founder alignment



STRATEGY THAT BECOMES OPERATING BEHAVIOR.

A CAREER THAT CHANGED THE ADVICE.

Advertising taught Ari how people decide. Corporate leadership taught him how organizations decide. Ownership taught him what every decision costs.

2011-NOW

CONSUMER51 | UNITED STATES, AUSTRALIA, INDIA

FOUNDER & CHIEF EXECUTIVE OFFICER

Founded and built an international marketing-technology company. Led P&L, acquisitions, pricing, talent, pipeline, margin, and cross-border delivery through two Inc. 5000 rankings.

2023-NOW

RETAIL | HOSPITALITY | PROPERTY SERVICES | REAL ESTATE

PORTFOLIO OWNER & OPERATOR

Owns and operates businesses and assets where cash, capacity, labor, vendors, capital improvements, pricing, and customer experience meet every week.

2012-2017

ASCENSUS | GREATER PHILADELPHIA

DIRECTOR, MARKETING & COMMUNICATIONS

Led integrated marketing and communications in a private-equity-backed, regulated financial-services environment with complex enterprise stakeholders.

2001-2012

DDB | GREY | MANGOS | LINCOLN FINANCIAL

ADVERTISING, BRAND & COPY LEADERSHIP

Built the consumer-insight, narrative, and creative-strategy foundation behind later CEO and operator work for recognized national and global brands.

THE PROGRESSION

**BRAND CRAFT -> ENTERPRISE DISCIPLINE
-> FOUNDER CONSEQUENCE.**

GROWTH THAT MADE THE LIST.

Consumer51 ranked on the Inc. 5000 in consecutive years - evidence that Ari has led growth from the founder's seat, not observed it from the sidelines.

181%

THREE-YEAR GROWTH

2023 | NO. 2,903

113%

THREE-YEAR GROWTH

2024 | NO. 4,004



SELECTED BRAND EXPERIENCE

NAMES YOU KNOW. STAKES THAT MATTER.

Experience spans agency, corporate, executive, and advisory roles. Brand marks indicate work experience, not current endorsement.

			
			

LEADERSHIP + COMMUNITY

Philadelphia100 Forum board and marketing committee | Inc. Leadership Forum | Executive Leaders Radio co-host | Goldman Sachs 10,000 Small Businesses, Cohort 19

EDUCATION

Master's, Media Management | Southern Illinois University Master's, Communication Management | Symbiosis Institute Bachelor of Engineering, Electronics | Nagpur University



BEST-FIT MANDATES

LET'S MAKE THE NEXT DECISION COUNT.

Founder-led or investor-backed companies where growth, operating discipline, AI transformation, acquisition integration, or professionalization is material to enterprise value.

WHAT ARI BRINGS

**BRAND PEDIGREE.
CEO JUDGMENT.
OPERATOR ACCOUNTABILITY.**

START A CONVERSATION

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FRACTIONAL CEO | FRACTIONAL CMO | EXECUTIVE ADVISOR