

JHM Growth 360

FRACTIONAL · MARKETING · OPERATIONS



Jaclyn Howell McDougall

Founder & President · Fractional COO

CAREER · SELECT MILESTONES

2011	B.S. Marketing & Mgmt, Manhattan U.
'11-'15	Universal McCann · Macy's
'16-'21	Amsive · Kepler (agency-side)
'21-'24	Google
May 2024	Founded JHM Growth 360

BOOK JACLYN

jaclyn@jhmgrowth360.com
 NYC metro · virtual + in-person
 Panels · Podcasts · Keynotes

THE 360° VOICE

Every seat at the table — *one voice.*

15+ years sitting Brand-side, Agency-side, and Publisher-side at Google. Jaclyn brings a 360° lens to stages where marketing, operations, and leadership intersect — and the candor of a founder who has been trusted with portfolios of every size.

SPEAKING TOPICS

Win from Every Angle

Your business is only as strong as the foundation. The 360° framework for brand-, agency-, and platform-side marketers to align incentives and build the win-win-win.

Small Business Upbringing to the Biggest Stage in Tech

How my father's small business prepared me to land a job at Google — and shaped a consulting practice that respects every dollar.

The Fractional C-Suite Playbook

When and how brands and agencies plug in fractional leadership during exits, GTM launches, restructures, and parental leave coverage.

Navigating Data-Driven Marketing

Building testing methodologies, managing up for risk tolerance, and challenging the status quo to pressure-test what's emerging.

IDEAL AUDIENCES

Agency Leaders

C-Suite Decision Makers

EOS Operators

Former Googlers

Industry Partners

Senior Marketing Leaders

Women Founders

FEATURED APPEARANCE

PODCAST · DATA PLANET

Data Planet by Working Planet

Jaclyn unpacks her 360° perspective by sharing her experience with crafting testing methodologies, managing up for risk tolerance, and challenging the status quo to test what is emerging.

TRUSTED BY

Google · Macy's · Kepler · Amsive · Universal McCann · Working Planet