

Case Study



Trusted to decide: embedded sales and operational support for a live production company under pressure

INDUSTRY Media Production	DURATION Ongoing	ENGAGEMENT Embedded Fractional
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The Situation

A video production company with a strong creative vision and an established producer was hitting a capacity wall. Live filming engagements compressed timelines significantly — there simply wasn't enough time for the producer to manage both the creative and strategic work and the operational and commercial elements that kept the business running.

What was needed wasn't a junior assistant or a task-taker. It was someone with enough judgment to make decisions independently — someone the producer could trust to act as they would on the work that didn't require their direct creative involvement.

The Work

Embedded directly into the production operation as an extension of the producer team, owning the day-to-day sales, marketing and operational elements that would otherwise fall through the gaps during compressed production periods.

- Managed sales & marketing decisions independently — making calls the producer would have made, without requiring hand-holding or escalation
- Maintained the producer's standards and voice across all touchpoints — trusted explicitly to represent the brand without the producer in the room
- Created the capacity for the producer to stay fully focused on creative and strategic direction, without operational work pulling them out of it



The Learning Plan

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The Outcome

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‘Make the same decisions I would.’

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That level of trust is only extended when the track record earns it.

A producer with more work than bandwidth regained the ability to focus on what only they could do — the creative and strategic work that defines the company's quality. Operational and commercial continuity was maintained through compressed production periods without sacrificing standards or requiring oversight.

This engagement is a useful illustration of what embedded fractional support looks like at its most direct: not project work, not advice, but operational ownership by someone trusted enough to act independently.

Disciplines: Sales & Marketing Support | Operations Management | Embedded Team Extension | Production Coordination

