

LAURENCE PAQUETTE

Global brand muscle. Founder-speed execution. No full-time hire required.

15 years building marketing from zero and at scale at Vestas — the world's largest wind energy company. Now available to ambitious scale-ups and startups that need senior marketing leadership without the overhead of a full-time executive.

PROOF OF WORK

Brand built from zero — Covento

Created naming, identity, value proposition, GTM strategy, pitch decks and full Salesforce Marketing Cloud implementation for Vestas' new digital marketplace. Market-ready in under a year.

0 → live brand in <12 months

Policy-shifting campaign — "This Is Not A Wind Farm"

Offshore advocacy campaign at WindEurope Brussels. Contributed to Denmark's DKK 50bn reform. Redeployed at COP29 and across the US market.

1M+ LinkedIn impressions, month one

Digital capability — built from scratch

Took Vestas' digital marketing from fragmented and agency-dependent to a fully owned, data-driven engine. MarTech stack, web rebuild, LinkedIn 600K to 1.2M followers.

From 1 to 12 FTEs, full stack

Earned media at scale — Lukas Graham

World's first wind-powered concert tour. Covered by Variety, TIME and IQ Magazine. 80,000+ live attendees.

1.1M+ impressions, zero paid media

HOW WE WORK TOGETHER

Engagements are scoped around your stage and your most urgent need — whether that's a GTM launch, a brand rebuild, or ongoing strategic marketing leadership.

FRACTIONAL

1–3 days/week, ongoing strategic leadership

SPRINT

Focused 4–8 week project engagement

ADVISORY

Monthly strategic counsel and review

WHAT I BRING

Brand Strategy

Positioning, identity, messaging architecture. Built for longevity, not just launch.

Campaign Execution

Full-funnel campaigns that generate awareness, pipeline and commercial outcomes.

Go-to-Market

Launch strategy, positioning, channel mix, sales enablement, customer acquisition.

MarTech & Ops

Stack selection, implementation and automation — from zero to functional engine.

Content & Thought Leadership

Building founder and brand authority through content that earns attention.

Team & Agency Leadership

Building internal capability, managing agencies and strategic oversight.

WHY THIS WORKS

- **Big brand rigour, startup agility.** I have run EUR 10M+ budgets and built Covento from nothing. I know what matters at each stage.
- **Outcomes, not activity.** Campaigns at Vestas shaped EU energy law and drove DKK 50bn in state-backed reform. Marketing earns its seat at the table.
- **Senior, without the overhead.** You get VP-level thinking on your most critical marketing decisions — at a fraction of the cost of a full-time executive.
- **Bilingual, CPH-based, globally connected.** French and English (+ conversational Danish). Deep networks across energy, B2B, Marketing, executives and nordic workforce.

Forthcoming author — Lead Anyway: 10 Rules for Leading When You Break the Mold · De Gruyter, 2026

85K+ personal brand following across platforms

READY TO TALK ABOUT WHAT YOUR MARKETING COULD ACTUALLY BE DOING?