



About Us

We are a strategic marketing consultancy that helps growth-focused companies bridge the gap between brand promise and customer delivery.

Founded by Sheraun Britton-Parris, a 2X Chief Marketing Officer, we specialize in aligning brand strategy, employee enablement and customer experience (CX), to drive measurable outcomes in revenue, retention, and operational efficiency.

Our approach connects people, processes, and brand promise to improve customer loyalty, reduce churn, and unlock premium pricing.

Contact Us

+1.678.636.9177

brittonparris.com

Sheraun@brittonparris.com

Atlanta, GA

NAICS Codes

- 541613 – Marketing Consulting Svcs
- 541618 - Other Management Consulting Svcs
- 541910 - Marketing Research
- 541820 - Public Relations Agencies
- 541810 - Advertising Agencies

Other Information

- **SAM UID:** DGRNBNDVGD1
- **Cage Code:** OUQY2
- **Business Info:** LLC founded in 2017
- **Certifications:** MBE, WBE



Capabilities Statement

Unlock Growth by Connecting Brand, Employee Execution and Customer Experience

Core Competencies



Brand Strategy



Employee Enablement



Customer Experience



Strategic Advisory

Why Us?

Functional Expertise

25+ years of B2B and B2C marketing expertise, serving startups, scaleups, private equity and Fortune 500's across industries including CPG, financial services, tech/saas, and travel.

Customer Obsessed

We listen intently to the "Voice of the Customer" and infuse their insights into every decision, ensuring that key touchpoints are tailored to meet their needs and exceed their expectations.

Value Creation

When executed, our strategic frameworks and tactical plans generate measurable improvements in CX, operational efficiency and stronger brand reputation.

Global Perspective

We have successfully led teams across different time zones and cultural backgrounds, ensuring an appreciation for customer expectations and service standards across global markets.

Performance Highlights

- Rebranded/repositioned a billion-dollar financial svcs firm and five of its investment boutiques resulting in +57.5% growth in assests.
- Refined go-to-market strategies for 20 B2B SaaS companies, contributing to +17% organic ARR growth, a +30% increase in new business ARR and increased retention.
- Developed a Marketing Enablment Program, upskilling the in-house team to align capabilities with performance expectations.
- Enhanced operational alignment of an AI/digital identity company, enhancing sales lift +23% in six months.