



About Leadous



Executive Leadership Team



Tracey Ellis

Founder & CEO



Aimee LaBree Hohn

VP of Training & Development



Abbie Hill

VP of Marketing & Partnerships

WHO WE ARE



We are digital transformation experts who ‘transform fragmented tech ecosystems’ into optimized growth engines

We align people, processes, and digital technology to deliver business outcomes

We are *Built for Vision, Backed by Experience*

10+

Years of experience in:

- Digital transformation
- Integrated strategy
- Execution

With:

- Proven frameworks for alignment and scalability
- Flexible, outcome-based model

WHAT WE DO: DIGITAL TRANSFORMATION SERVICES

Guiding marketers to be braver, brands to go bolder, and digital journeys to feel more human.



Digital Transformation

Modernize your marketing engine from the inside out. Align your tech stack, processes, and systems for future-proof scalability.



Marketing Automation

From setup to scale, we create systems that drive lifecycle engagement and campaign performance.



Data & Insights

We clean, connect, and activate your data to improve targeting, segmentation, and reporting.



Custom Development

Custom-built functionality, integrations, and backend solutions when out-of-the-box tools don't cut it.



ABM & Personalization

We help teams launch highly targeted, account-based programs that deliver conversion at scale.



Campaign Performance

Plan, build, and optimize cross-channel campaigns that actually move pipeline.



Content & Experience

Design email journeys, landing pages, and digital experiences that perform across every touchpoint.



Creative & Storytelling

Build brand-forward creative with the performance metrics to back it up.



Reporting & Attribution

We design custom dashboards and implement attribution models that prove performance to every stakeholder.

OUR APPROACH: From Vision to Value



Understand & Align

We immerse ourselves in your marketing goals, technology stack, and customer journey to define success metrics and align vision across stakeholders.



Design & Build

Architect scalable frameworks and workflows that bring fresh ideas and innovation to maximize platform capabilities.



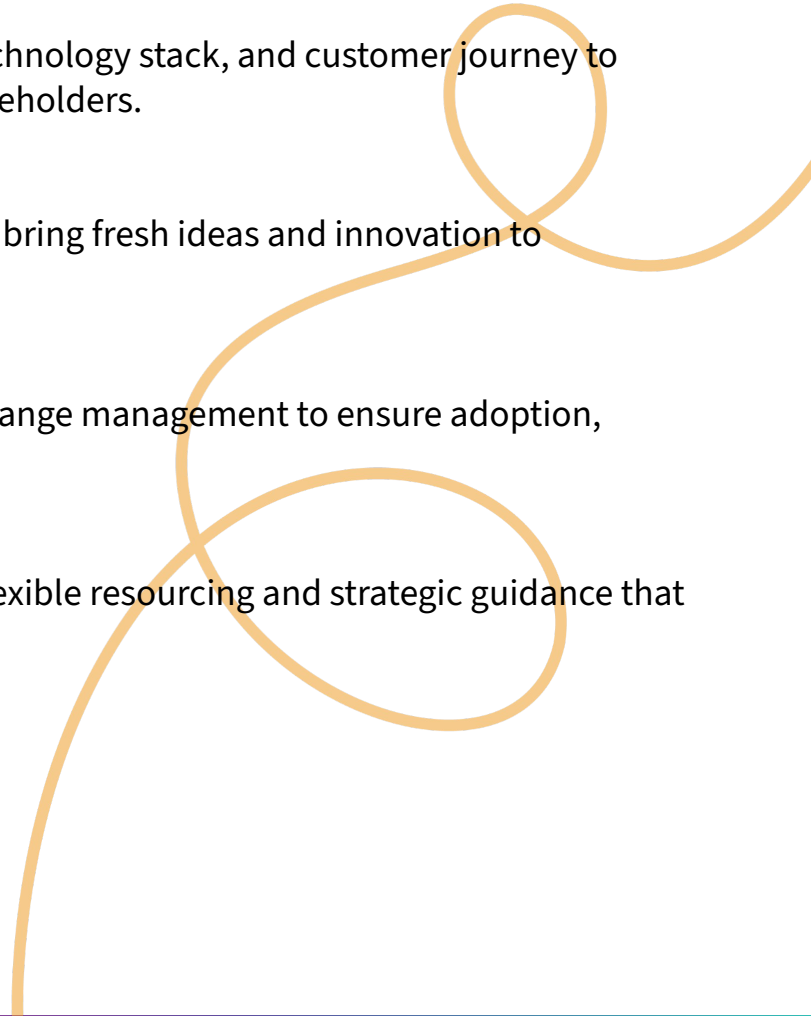
Activate & Optimize

Launch and refine journeys while incorporating change management to ensure adoption, alignment, and long-term impact.



Partner & Scale

Operate as an extension of your team, providing flexible resourcing and strategic guidance that grows with your evolving vision.



WHY LEADOUS, WHY NOW

Value Delivered > Investment



Senior digital transformation experts
One partner to lead and execute
Strategic ongoing digital roadmap



People, process/data, and tech fluency
Maximize existing investments
Proven in compliance



Faster execution cycles
Outcome-focused, low-overhead model
Align pace with customer GTM



Scalable, trusted partner
Reduced ramp-up and rework
Speed & growth on your terms



Building what's next, together