

## Leadership in the Clouds™

LITC Alliance – Fractional Executive Division

### MEMBERSHIP PROSPECTUS

*Join the Alliance. Get Matched. Get to Work.*

#### Who We Are

Leadership in the Clouds™ (LITC) is a management consulting firm dedicated to helping privately held businesses scale with purpose. Founded by Pat Martinez, LITC operates on one core belief: every business deserves access to executive-level leadership, without the executive price tag.

The LITC Alliance is our curated bench of vetted fractional executives, operators, not advisors, who embed inside growing businesses and deliver measurable results. We serve companies doing \$1M to \$5M+ in revenue who are ready to scale but not ready for a full-time C-suite hire.

#### The Opportunity for You

As a fractional executive, your greatest challenge often isn't your expertise; it's the business development grind. Finding the right clients, building credibility, and staying visible in a crowded market takes time away from the work you do best.

**LITC Alliance membership solves that. We bring the clients to you.**

#### What Membership Includes

Benefit	What It Means for You
<b>Client Matching</b>	Pat Martinez personally vets and matches you to clients based on your discipline, industry experience, and leadership style. No cold outreach required.
<b>Brand Credibility</b>	Your profile is featured on the LITC website under 'Meet the Fractional Executives, backed by an established, trusted brand.
<b>Curated Network</b>	Connect with a peer group of vetted C-suite operators across finance, operations, marketing, HR, technology, and more.
<b>The Fractional Edge™</b>	Access to LITC's proprietary 4-step engagement model, a proven framework that sets expectations and drives results for every client.
<b>Priority Positioning</b>	Founding members receive preferred placement in client matching and early access to new opportunities.

#### The Membership Process

We keep the onboarding process simple, intentional, and personal, just like our client engagements.

##### Step 1: Apply

Submit your application covering your executive discipline, years of experience, industries served, and a brief statement of your leadership philosophy. Applications are reviewed by Pat Martinez personally.

## Step 2: Discovery Interview

A 30-minute call with Pat to confirm fit, align on expectations, and gather what's needed for your profile on the LITC website. This is also your chance to ask questions and experience the LITC culture firsthand.

## Step 3: Activate Your Membership

Upon acceptance and payment, you are officially added to the LITC Alliance roster. Your profile goes live on our 'Meet the Fractional Executives' page, and you become eligible for client matching referrals immediately.

## Membership Investment

We've structured pricing to be accessible for serious fractional executives while reflecting the value of being part of a curated, trusted network.

Membership Tier	Investment	Best For
★ Founding Member (Limited)	\$697 / year	Early joiners who want to lock in a preferred rate and receive priority matching. This rate is available for a limited time only.
Annual Membership	\$997 / year	Committed members seeking full access, priority client matching, and the best per-month value.
Quarterly Trial	\$347 / quarter	Executives who want to experience the Alliance before committing to an annual membership.

**Important Note on Engagement Revenue:** In addition to the annual membership fee, LITC retains a 10–15% referral fee on the first month of each matched client engagement. This aligns our success with yours; we only earn more when you earn more.

## Who We're Looking For

The LITC Alliance is curated by design. We accept executives who demonstrate:

- 10+ years of C-suite or senior executive experience
- A track record of measurable, results-driven leadership
- Commitment to operating as an embedded operator, not a sideline advisor
- Alignment with LITC's mission of accessible, transformational leadership
- Professionalism, responsiveness, and a client-first mindset

## Ready to Join the Alliance?

Spots in the LITC Alliance are limited each quarter to maintain the quality and exclusivity of our bench. If you're ready to stop hunting for clients and start doing the work you were built for, we'd love to hear from you.

**Schedule your Discovery Call:** [www.leadershipintheclouds.com/book-a-discovery-call](http://www.leadershipintheclouds.com/book-a-discovery-call)

**Email Pat directly:** Connect via LinkedIn or the website contact form

***"Executive Leadership. Without the Executive Price Tag."***

Leadership in the Clouds™ | [www.leadershipintheclouds.com](http://www.leadershipintheclouds.com)