



HOWL MARKETING

CHIEF STRATEGIST AND CEO

DESIREE WHITEHEAD

CHIEF STRATEGIST & CEO OF HOWL MARKETING

Desiree Whitehead is the Chief Strategist and CEO of Howl Marketing, a leading B2B growth agency specializing in fueling growth for small and mid-sized businesses, particularly Black-owned businesses. With nearly two decades of experience, Desiree has established herself as a thought leader and an innovator, consistently pushing the boundaries of what's possible in digital marketing.

Her journey began in the non-profit sector, where she first honed her skills and developed the heart of her marketing philosophy. It was here that Desiree discovered her passion for helping brands tell their stories and connect with their audiences in authentic ways to drive growth. This foundational experience has driven her to become a powerful force in the marketing world.

Desiree's expertise spans across various facets of marketing, having served as a two-time Customer Advisory Board member and guided countless businesses to success. She has crafted over a thousand go-to-market strategies, each tailored to the unique needs of her clients.

DRIVING GROWTH, INNOVATION, AND EXCELLENCE IN B2B

Her approach is grounded in authenticity and driven by data, ensuring that every campaign not only achieves results but also fuels sustainable growth.

In addition to her role at Howl Marketing, Desiree is an active voice in both the industry and her community. She has been a prominent figure in organizations like the All Black Collective, formerly Black@INBOUND, has served as a HubSpot Panelist, and was most recently crowned a champion for the All Black Collective. Her work is not just about achieving success; it's about teaching others how marketing can be a powerful tool for growth.

Desiree's ability to infuse life into brands comes from her deep understanding of what makes a brand truly resonate with its audience. Whether she's leading a digital marketing campaign, crafting compelling brand narratives, or advising clients as a fractional CMO, Desiree is a relentless advocate for her clients' success.

Desiree Whitehead is more than just a marketing professional; she's a storyteller, a strategist, and a true innovator in her field. Her work at Howl Marketing continues to set new standards for excellence in the industry, making her a sought-after leader and mentor in the world of B2B marketing.

CLIENT SPOTLIGHT

