

+ INTERIM AND FRACTIONAL LEADERSHIP

A seat filled by someone who has held it.

Chief executive, president, chief operating, chief revenue or commercial, US market lead. For a brand between leaders, a brand entering the US, or a technology company that needs revenue from fashion and apparel accounts. Two days a week or full time, for a defined period, with the scope in writing and a handover at the end.

Operator first; the tools follow.

[BOOK A 30-MINUTE CALL](#)
0600LLC.COM/LEADERSHIP


ERIK ULIN · MANAGING
DIRECTOR
NEW YORK · STOCKHOLM

+ THE SEATS

Five seats. One operator who has sat in them.

01

Chief executive or president

The founder steps back, the board needs an operator, or the plan needs running before the permanent hire is found.

02

Chief operating

The calendar, the systems and the team, run so the founder can design and sell.

03

Chief revenue or commercial

Wholesale, DTC and key accounts under one number. For brands, and for technology companies selling to them.

04

US market lead

A European brand's US business, built and run from New York until it stands on its own.

05

Advisor to the board or the fund

An operator in the room for the decisions on capital, channels and leadership, before and after the deal.

+ HOW A SEAT RUNS

Scope in writing. The seat. A handover built in from day one.

01 · SCOPE

TWO WEEKS

The mandate

The decisions the seat owns, the numbers it answers for, the period, the handover date. Agreed before the first week.

02 · THE SEAT

TWO DAYS A WEEK OR
FULL TIME

Run as the role

Inside the team, with the title and the accountability. AI goes to work in planning, reporting and the customer from the first week.

03 · HANDOVER

SET AT THE START

What stays

The playbook, the reporting and the trained team. The seat goes to a permanent hire, or closes when the plan no longer needs it.

A SEAT ON THE CALENDAR

Illustrative: a twelve-month seat.



A fractional seat runs the same shape at two days a week. A season-long seat compresses it. The handover date is on the calendar from the first week.

PLAYBOOK

REPORTING

TRAINED TEAM

+ WHO IT IS FOR

Three situations, one operator.

01

A seat is open

The founder needs a president, the board needs an operator, or the plan needs a chief revenue officer for a year. The seat is filled now, with a handover date.

02

Entering the US

Wholesale at home, none in the US. The market read says go; now someone has to build and run it from New York, and the owners want one person accountable.

03

Selling technology into fashion

The product works. The buyer is a merchandiser, a planner or a wholesale team, and the company has never sold to one. The accounts, the pitch and the first motion, built by someone who has been the buyer.

DEFINED PERIOD

WRITTEN SCOPE

FRACTIONAL OR FULL
TIME

HANDOVER BUILT IN

AI INSIDE THE WORK

BRANDS AND FASHION
TECH

+ ABOUT 0600

0600 is built on experience the reader will recognise: fashion brands run as president and taken into department stores and specialty retail; revenue and operations run at the technology companies that sell to those brands; and the finance behind both, in restructuring and capital. The seat is filled by the person who has held it.

PRESIDENT · J.LINDBERG USA

SVP REVENUE & OPS · GHOST

RESTRUCTURING · FTI CONSULTING

MBA · COLUMBIA BUSINESS SCHOOL

PRESIDENT, MEN'S FASHION · UBM

VP MARKETPLACES · NUORDER

MANAGEMENT CONSULTING · ARTHUR
D. LITTLE

MANAGING DIRECTOR · 0600 LLC

NEXT STEP

Start with a 30-minute call.

Which seat, for how long, and what the handover looks like. Erik answers personally, usually within a day.

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