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Eric Bartosz, Founder and CEO of BAR40 Fractional Solutions

Business

Eric Bartosz's Corporate Leadership Career and His Influence Across Business Development and Strategic Growth



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In the business world, a person's ability to perform and build teams to reach fulfillment over an increasingly longer-term horizon in unfamiliar industries is often seen as a sign of their leadership capability. This trend has only intensified in recent decades. The trend of hiring leaders who can balance growth initiatives with

execution is increasing, as compressed time frames for change emerge from digital transformation, driven by global competition across all industries. Executives with a broad operational experience across sectors such as marketing, manufacturing, and technology play a vital role in helping organizations confront the evolving realities of the marketplace.

In this context, Eric J. Bartosz has built a career spanning over 25 years, developing leaders across organizational functions, with a primary focus on business development, marketing strategy, and corporate operations. Before launching BAR40 Fractional Solutions, Bartosz worked in senior management at firms such as Contra Vision, Windsor Marketing Group, and Sihl, Inc., and consistently contributed to the strategic execution and performance-based improvement of organizations. In these environments, he helped expand client lists, refine go-to-market strategies, and prepare brands for long-term performance.

At Contra Vision, a company specializing in perforated window graphics and one-way vision film systems, Bartosz served an executive role promoting market development and sales across North America. He was also tasked with increasing brand awareness with national retailers and print service providers. This occurred during a transition to sustainable, high-performance materials in the industry, requiring companies such as Contra Vision to respond to rapid shifts in environmental and customer preferences. Bartosz's responsibility was to bring both technical product knowledge and the sales application to the table to help develop and expand content with the U.S. distributor and customer relations.

Earlier in his career, Bartosz worked with Windsor Marketing Group, a Connecticut-based retail marketing company specializing in in-store branding and shopper engagement. His work at Windsor involved business development and national account management for major consumer brands. In this position, he helped coordinate cross-functional teams that designed and executed large-scale retail campaigns, contributing to the company's efforts to enhance in-store marketing efficiency and data-informed customer engagement. At the time, the retail sector was shifting from traditional advertising to experiential, digitally integrated displays, and his leadership helped align client strategies with these emerging retail trends.

Bartosz spent several years with Sihl, Inc., a subsidiary of Sihl Group, specializing in high-quality digital print media and specialty coatings. His responsibilities included directing sales and marketing activities across key accounts in the United States. Working in a highly technical and innovation-driven industry required combining business insight with product specialization. His efforts supported Sihl's objective to expand into niche markets by developing partnerships with print manufacturers and distributors. These collaborations were instrumental in promoting new product launches and adapting the company's offerings to the growing demand for diversified wide-format print options that kept pace with evolving trends in visual merchandising.

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Across these organizations, Bartosz's career has reflected a broad understanding of how strategic planning translates into measurable performance. His leadership experience covered functions from business development to product strategy and team training. In each case, his focus remained on aligning growth initiatives with operational realities. This capacity for practical leadership was built through his progression from account management roles into senior-level strategy positions, offering him a full view of how to balance top-line growth with long-term sustainability.

The corporate environments in which Bartosz worked also reflected the evolving expectations placed on executives in the 2000s and 2010s. According to Deloitte's 2023 Global Human Capital Trends report, 83 percent of companies now view adaptability and interdisciplinary leadership as essential executive skill sets. Bartosz has followed a diverse path through manufacturing, marketing, and consulting, indicative of a broader movement toward adaptable forms of leadership. His record indicates the growing value placed on executives who can translate strategic thinking across a variety of organizational models while maintaining an operational view of the industry's historical workings.

In founding roles that often required managing references to creative, technical, and financial planning, Bartosz brought an unwaveringly process-based view. This was evident in projects for national roll-out or market expansion, where Bartosz

emphasized documenting performance and adjusting the strategy based on outcomes or client feedback. This type of adaptability is a sign of how vital accountability-based decision-making has become across different industries, beyond lessons learned in the last two decades.

The experience Bartosz gained during his corporate tenure laid the foundation for his later work in fractional executive consulting. His exposure to complex organizational challenges, spanning restructuring, sales optimization, and leadership development, shaped the service model later adopted by BAR40 Fractional Solutions. The consulting practice that followed drew heavily on these experiences, translating lessons from traditional corporate structures into flexible frameworks for small and midsize businesses seeking executive-level expertise without the cost of full-time leadership.

Beyond internal leadership, Bartosz's experience in business development also involved close client relations and team mentorship. Many of his professional achievements have been rooted in aligning internal culture with external market positioning. This aspect of leadership, which emphasizes communication and shared accountability, continues to be recognized as a determinant of sustainable growth. Studies by McKinsey & Company indicate that companies with aligned leadership cultures are 2.4 times more likely to outperform competitors in profitability. This idea aligns with Bartosz's emphasis on organizational consistency throughout his career.

By the time he founded BAR40 Fractional Solutions, Bartosz had developed a reputation for integrating strategic planning with personal development principles. His background in corporate leadership provided the framework for his later work in executive education, consulting, and authorship. Each phase of his professional life has informed the next, creating a continuous thread between his experience in large-scale operations and his subsequent focus on individualized business improvement strategies.

In reviewing his career before launching BAR40 Fractional Solutions, Bartosz's professional path mirrors broader changes in American corporate leadership during

the past quarter-century. His early career roles in leadership positions with multi-national organizations demonstrate a trend of balancing hands-on execution with growth strategy at a time when industries were redefining their models in competition with one another. His proven ability to adapt, innovate, and lead teams in multiple business settings reinforces the skill set needed of a modern executive.

Eric J. Bartosz's twenty-five-year career will likely continue to serve as the basis for his later leadership consulting and education initiatives. It shows how his non-industry-specific professional experience and data-driven management approach have influenced business outcomes, including executive development in an era of rapidly evolving environments.