

BUSINESS

The Rise of Fractional Leadership in Modern Business and the Role of Eric Bartosz's BAR40 Fractional Solutions

February 23, 2026



Eric Bartosz, Founder of BAR40

The nature of leadership in business is changing fast. Across industries, small and midsize companies are rethinking how they access executive talent. The traditional model of full-time C-suite hiring, once seen as essential, has become less practical for many growing firms. Rising costs, longer onboarding times, and uncertain market conditions have made flexibility more valuable than permanence.

In response, a new model has emerged: fractional leadership. The concept of fractional executives is gaining steady ground, with many U.S. businesses engaging fractional or interim executives in recent years. The appeal lies in adaptability—companies that cannot justify a full-time executive salary can still access the same level of insight and leadership through structured part-time engagements. This model has also proven to accelerate growth and stabilize operations during transitions.

It is within this evolving business landscape that BAR40 Fractional Solutions was founded. Established by Eric John Bartosz in Pennsylvania, the consultancy was created to help small and midsize companies close the leadership gap between short-term consulting and full-time executive hiring. Bartosz, Founder and CEO, developed the firm after more than two decades in senior corporate roles leading national accounts, strategic marketing initiatives, and go-to-market programs. His experience shaped BAR40's philosophy: deliver high-impact leadership without unnecessary overhead.

BAR40 Fractional Solutions works primarily with organizations in growth or transition phases. Its service model is built on weekly engagement blocks—typically 8 to 12 hours—focused on clear deliverables and measurable outcomes. Each engagement begins with defining a small set of key objectives, which then guide execution plans, meetings, and reporting cycles. The emphasis is on visibility and accountability.

Rather than locking clients into long-term contracts, BAR40 structures engagements around defined phases such as overcoming revenue challenges, building sales infrastructure, or preparing for growth. The model positions the firm between a traditional consultant and a full-time executive, combining strategy with execution to fill a long-standing gap in the small-business ecosystem.

Demand for fractional leadership continues to grow across industries including manufacturing, technology, and professional services. Case examples highlight measurable outcomes, such as improved sales pipeline performance through process alignment and coaching delivered via fractional engagement.

A defining element of BAR40's approach is its focus on measurable results. Engagements track both leading and lagging indicators—such as conversion rates, sales cycle time, and market response—to ensure that strategy translates into performance. This analytical focus differentiates the firm from advisory-only models.

The company's service areas include revenue growth, market expansion, organizational alignment, and executive coaching. Each engagement follows a structured framework: diagnose challenges, develop a plan, and execute against it. For example, in market expansion, BAR40 helps validate demand before investment, reducing risk and accelerating time to revenue

Bartosz's background plays a central role in shaping the firm. Before founding BAR40, he held senior leadership roles at organizations including Contra Vision, Windsor Marketing Group, and Sihl, Inc., overseeing large-scale sales operations and cross-functional teams. His experience translates into practical systems that smaller organizations can implement and sustain.

In addition to consulting, Bartosz is also an educator and author. He teaches leadership and strategy in MBA and graduate programs and remains closely connected to evolving leadership models, particularly those related to organizational agility and cultural change.

The rise of fractional leadership reflects a broader shift in how businesses define success. Companies are moving away from rigid hierarchies toward adaptable, outcome-driven structures. The ability to align strategy with daily execution has become a key competitive advantage.

BAR40 Fractional Solutions operates within this shift, providing a model that enables businesses to apply executive-level leadership to real-world challenges without the commitment of full-time hires. Bartosz's work highlights how fractional leadership has evolved from an experimental concept into a sustainable and increasingly relevant business solution.