

GREGOR RUTHVEN

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DIGITAL STRATEGIST & MARKETING LEADER

Skilled marketer and strategist who creates campaigns and customer experiences for sustainable revenue streams. Confident business builder, product manager, and negotiator with a history of success in multiple segments.

- **Strategy & Vision.** Brings a panoramic perspective to business challenges that create win-win digital solutions for sales success. Synchronizes marketing efforts to improve the customer experience and build deep brand loyalty. Intuitively blends technology solutions which maximize throughput and efficiency at all levels and delight users.
 - **Innovation.** Adept at unraveling go-to-market challenges in a variety of environments including startup, contract, and leadership roles. Identifies and implements solutions which will become mainstream as an early adopter: PWA, Shopify, ShipStation, Mailchimp, and Xero.
 - **MarTech SME.** Deep expertise in headless commerce architecture, APIs, progressive web apps (PWA), and GraphQL. Negotiated over \$2.5M in ecommerce, MarTech, and services work including IBM WebSphere, Elastic Path, BORN, TA Digital, Jellyfish, and others.
 - **Business Development & Customer Relationships.** Successfully earns executive buy-in and navigates leaders through complex sales and headless implementations. Naturally cultivates genuine connections with potential business partners and decision makers. Convinced CEO of Firewire, the world's 2nd largest surfboard manufacturer, to do R&D for an experimental fin system and participate in video.
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PROFESSIONAL EXPERIENCE

TRUGREEN, Memphis, TN **2019 – 2020**
#1 lawn care company in North America with 275 branches and 38 franchises. Revenue of \$1.5B with 5,000+ employees.

Director of Product Management, Digital

Digital product and marketing strategy, including web, mobile app, and IoT. Owned budget of \$1M. Reported to CMO.

- Generated \$200K savings YoY by re-evaluating every vendor, selecting best of breed software and agencies, and negotiating new agreements.
- Internal lead for team that increased site speed by 50% through a CDN, caching, and compression.
- Became one of four companies to participate in exclusive Google Program focused on personalization and targeting.
- Saved \$150K in ad spend by leading IT and HR in collection of 650K personal records to exclude from targeting.

SINGER SEWING MACHINES (SVP WORLDWIDE), La Vergne, TN **2016 – 2019**
#1 sewing company worldwide that owns Singer, Husqvarna Viking, and Pfaff. Revenue of \$500M with 1,000 employees.

Global Digital Product Manager (2019)

Ecommerce, digital strategy, and development, for CMS, CRM, CDP, and marketing automation. Reported to CMO.

- Reformatted 1M+ customer records and consolidated into one location for more targeted communications in anticipation of new CRM implementation.
- Improved targeting using direct mail for a 15:1 ROI from retail ad spend across 1,600 stores.
- Negotiated \$1M+ in software licenses and implementations including \$600K IBM WebSphere and \$350K BORN.
- Implemented new marketing automation tool and achieved 30% increase in deliverability.

North American Digital Marketing Manager (2016 – 2018)

Ecommerce, digital marketing, and development including ads and landing pages. Reported to NA Marketing Director.

- Led team in initial phase of a three-year, \$1.25M build and redesign of Singer.com on Drupal 8 CMS and IBM WebSphere for a more user-friendly interface and experience.
- Redesigned Singer.com site and improved architecture increased Q4 sales by 60% with 20% smaller ad budget.
- Rebuilt all Amazon digital search and display ads and achieved average ROAS of 20:1.
- Introduced a marketing tool for programmatic mail that led to ROAS of 15:1 for in-store purchases.
- Created sewing projects and 12 short videos that received over 27K views to launch a new sewing machine.

MEETGREGOR.com**2014 – 2016**

Principal at independent marketing and product consultancy guiding brand leaders in design, innovation, and marketing.

Product Marketing and Design, Northbound Films, San Francisco, CA

Web design, B2B lead generation, and go-to-market strategy for creative production company across television and digital platforms. Brands include Peet's Coffee, Virgin, and others.

- Designed and launched RealEscape.com website to increase leads for the real estate virtual tours company.
- Built a Home for Sale website template as a value-add to realtors.
- Developed a go-to-market strategy for RealEscape.com, focused on tradeshow and real estate agencies.
- Redesigned Northbound Films and relaunched on Webflow to enable business users to manage content.

Marketing Strategy, Pro-Tools, Tampa, FL

Marketing strategy, website design, and branding for manufacturer of high quality, advanced metal fabrication machine tools, serving 58K fabricators such as NASA and NASCAR.

- Redesigned website, selected development team, and guided Shopify upgrade.
- Designed brand from the ground up with new colors, fonts, photography, and content.
- Created customer segments and targeted ad campaigns based on use cases and product categories.

Design & Innovation, Adventure Labs, Los Angeles, CA

Subliminal video advertisement for Microsoft and Toyota with Saatchi & Saatchi and other agencies.

- Invented, designed, and 3D printed adjustable surfboard fin system featured in promotional video.
- Persuaded Firewire Surfboards, owned by Kelly Slater, to partner in R&D and build fin system prototype.
- Filmed the product creation process and appeared in video.

PF SOLUTION, Lakeland, FL**2012 – 2014**

Shoe insole startup to cure heel pain from plantar fasciitis, the #1 foot pain condition in the US.

Co-Founder & CEO

Led operational and marketing aspects of new organization's ideation, development, and launch. Partnered in the creation of novel foot orthotic and established international supply chain.

- Generated \$80K initial raise and progressed to second round of qualifications on *Shark Tank*.
- Launched product online, in medical offices, and specialty retailers.
- Selected, implemented, and ran Shopify, Base CRM, ShipStation, Mailchimp, and Xero as an early adopter to create an integrated MarTech stack and mini-ERP system.
- Featured live on *ABC News* and in *Sports Insight Magazine*.

EDUCATION**University of North Carolina** at Chapel Hill, NC**2011**

Bachelor of Arts, Organizational Communication

- "Best Pitch" Winner in Business Plan Competition

BUSINESS & LEADERSHIP DEVELOPMENT

Tim Draper University, San Mateo, CA
Startups & Growth Hacking

2015

Southeastern University, Lakeland, FL
Leadership Forum

2009, 2010, 2013, 2014

CERTIFICATIONS

Maps Google

2020

AdWords Google

2016

CO.STARTERS The Company Lab

2013

SPIN Selling Huthwaite International

2011