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Ecommerce Leader

Previous Roles:

VP Ecommerce | Director Salesforce Commerce Cloud Practice | Co- Founder | Director of Ecommerce

Skills:

Complex Omni Channel Commerce | Digital Marketing | SEO/SEM | 3rd Party Selling Channels – Amazon, Walmart, etc. | Affiliate Channel Management | Ecommerce Platforms – Salesforce Commerce Cloud, Commerce Tools, Shopify Plus | Ecommerce Platform Migration | Ecommerce PM | Email Service Providers – Salesforce Marketing Cloud, Send Grid, Mail Chimp | Analytics Analysis | Growing Companies and Portfolios of Brands | Cross functional Collaborator.

Why I am currently seeking a new opportunity:

ChangeCX has been acquired by Icreon. I have closed my equity position and will not be moving forward with the combined entity.

Experience:

Change CX
VP E-Commerce
March 2021 – March 2024

Achievements and Responsibilities:

- As one of the 4 founders and first employee of ChangeCX, I was significantly involved in the standup of digital agency / integrator that grew to over 150 employees and more than 15 million in annual revenue in less than 3 years.
- Leveraged my network of brands to onboard new clients for ecommerce consulting, platform integration or migration, managed digital marketing services and technical services and discreet projects.
- Provided leadership to a portfolio of brands in ecommerce leadership, digital marketing consulting, technical commerce projects. Responsible for improvements in a large set of established KPI's, P&L management and overall client revenue growth.
- Provided ecommerce leadership in SEO/SEM, analytics analysis, holistic omnichannel optimization DTC, B2C, B2B, BOPUS, email marketing, 3rd party channel selling, Ai/ML initiatives, affiliate channel management, technical enhancements or overhauls, logistics and cross functional team leadership and collaboration.
- Brands under my leadership

HALF PRICE BOOKS
HPB.COM



slumberland
FURNITURE

SCHOLASTIC




lululemon
athletica

FULLBEAUTY BRANDS

Experience:

Digital66 Inc.

Managing Director, Salesforce B2C, B2B Commerce Practice

June 2020 - March 2021

Responsibilities

- Member of the Executive team that Launched Digital66 Inc. 2020
- Managing Director of service offered within Salesforce Commerce Cloud B2C, Salesforce Marketing Cloud and digital marketing consulting.
- Worked with brands on their digital marketing and technical roadmaps.
- Managed teams to achieve digital marketing and technical enhancement milestones.
- Provided consulting for complex omni channel environments, digital marketing KPI improvements, and client-side cross functional consulting.
- Brands under my leadership;



ROBINSON™

**Experience:**

Mastek Americas

Practice Director, Salesforce Commerce Cloud

March 2017 – May 2020

Responsibilities

- P/L Responsibility for the Salesforce Cloud Practice including SFCC, SFMC, managed services and discreet projects.
- Planning, budgeting and strategy for the growth of the practice
- Oversee recruitment, staffing and training programs of architects, tech leads & developers.
- Oversee strategic partnerships with Salesforce and all other partners of the practice.
- Actively engage in pre-sales meetings with the internal and external business development teams of Mastek and Salesforce and other 3rd parties
- Provided leadership in digital marketing and technical omni channel roadmaps for a large portfolio of brands.
- Brands under my leadership included



<http://www.scholastic.com/home/>
<http://www.scholastic.ca/>
<https://www.scholastic.com/teachers/home/>
<https://www.scholastic.com/parents/home.html>
<https://www.scholastic.com/kids/home/>

ROBINSON™
<https://www.robinsonco.com/>



<https://www.reef.com/>

RGBARRY
 BRANDS

ROCKPORT®



<https://www.foxracing.com/>
<https://www.foxracing.ca/>
 15 additional global storefronts



<https://www.shiftmx.com/>
<https://www.shiftmx.ca/>
 11 additional global storefronts



<https://www.cavenders.com/>

FULLBEAUTY BRANDS®



lululemon
 athletica

Experience:

Cox Communications
Senior PM Consultant
March 2015 – April 2017

24-month contract via Atrium staffing. Responsibilities included:

- Work with Central Region Stakeholders, Boundary Partners and Corporate IT Project Management Office, to provide reporting for the management and performance review of special projects within for the Go All Digital Project (GAD).
- Coordinate cross functional team members to manage enterprise level reporting for GAD project.
- Partner with market managers for GAD project kickoffs.
- Exercise project management best practices.
- Creates and manages projects plans for initiatives related to GAD project.

Experience:

Century Sporting Goods
Director of E-Commerce & Digital Strategy
May 2010 – March 2015
Technologies SFCC (Demandware at that time),
SFMC (exact target at the time), Microsoft Dynamics

Responsibilities:

The Director of Digital Strategy and Ecommerce for Century Sporting Goods responsible for P&L management of all web sales. Conceptualize, develop, strategize, plan, implement, and coordinate all aspects of customer facing web properties for wholesale, direct to consumer retail, Martial Arts Industry Association (MAIA), Sporting Goods Retailers (B2B), ETAIL (B2B2C), DTC and International.

- Cross functional leader well versed in working with key stakeholders in Marketing, Operations, Finance and IT to plan and build the omni-channel road map of this leader in martial arts gear and apparel.
- Managed a team of 15 digital marketers and e-commerce engineers to create and deliver the digital marketing and omni channel technical roadmaps.
- Managed external vendor relationships with technology and digital marketing vendors.
- Launched the companies first initiative in direct-to-consumer e-commerce that exceeded 20 million in sales under my leadership.
- Owned the KPIs for a 1-million-dollar annual digital marketing and e-commerce engineering budget
- Digital Marketing activities included the direct involvement and management of internal resources and or the management of 3rd party vendors for all channels including UX, Search, Email, Referral, social, Amazon and brick and mortar.
- Directed all e-commerce engineering activities for new storefront launches, managed services and enhancement project for the company.

Experience:

CyberCalc

EVP/Co-founder

November 1998 – March 2010

Responsibilities:

- Leading provider of business intelligence applications for banks, credit unions, franchised auto dealers, and independent lessors developed to maximize profit.
- Spearheaded the formation of CyberCalc by formulating the idea for the core product, developing the business plan, and raising the capital to finance start-up operations. Primary responsibilities including acting as Senior Project Manager and
- Business Analyst to see new software applications from ideas to reality. Also directed and led the preparation of monthly, quarterly, and annual budgets; prepared board and shareholder reporting; managed all short-term and long-term capital needs; analyzed company ratios and technical dashboards daily; and formulated growth and expansion strategies.
- Using the latest requirements gathering and SDLC techniques brought five applications from idea to reality.

Experience:

Union Federal Savings Bank

Vice President, National Sales Manager (1996-1998)

Regional Sales Manager (1994-1996)

Sales Representative (1993-1994)

Key player in the transition from a privately held to a publicly-traded company.

Responsibilities:

Joined Union Federal Sales Bank as a sales representative with responsibility for selling and servicing financing operations to 80 business entities in Oklahoma. Increased loan originations from \$2 Million per month to \$8 Million per month in first year. Promoted rapidly in a series of positions of increasing leadership responsibility to become Vice President, National Sales Manager of Union Acceptance Corp. with responsibility for building and managing a team of 50 salespeople and 5 regional managers across the United States.

Created 20 business plans to analyze the risks and opportunities associated with expanding indirect auto sales to an additional 20 states. Directed and managed the successful implementation of all 20 expansion initiatives including the recruitment of key personnel.

Propelled nationwide loan originations from \$8 Million per month to \$130 Million in less than 3 years. Featured speaker at national sales meetings, trade shows, and industry seminars.