

## Experienced eCommerce Industry Executive

Driven, decisive and innovative eCommerce executive who solves tough problems. Extensive experience in eCommerce technical development, eCommerce strategy and marketing. Strong understanding of customers, digital innovation and marketing that encourages diverse disciplines to create world class customer experiences.

Experience includes a history of senior management and leadership roles in eCommerce, IT development, product management, marketing management, and leadership.

**15 Years Senior eCommerce Leadership**  
**eCommerce Full Life Cycle Development**  
**Created and Launched over 20 Websites**  
**eMarketing (Mobile, App, Email, SEM, local, and PPC)**  
**Digital Technology and Analytics**  
**Innovative Thinker**

**Digital and Direct Marketing**  
**Channel Management**  
**Project Management**  
**Product Management**  
**Brand Management**  
**Public Speaking Skills**

## Professional Experience

2016 Avnet Electronics Marketing Phoenix, AZ  
**Director of eCommerce**

Lead the eCommerce digital transformation for \$28B Fortune 100 provider of 5 million electronic components globally. Responsible for aggressive revenue and customer acquisition growth through improved customer experience.

- Aligned global team on aggressive +100% growth expectations for online business
- Launched America, Europe and Asia eCommerce platform in less than 3 months
- Repositioned digital customer acquisition strategy to reduce reliance on high cost acquisition channels
- Identified gaps in online customer experience guided teams to execute rapid change to recover revenue
- Introduced customer focused UX design, new customer acquisition channels and basic agile practices
- Evaluated strategic partnerships to address short and long term internal capability gaps

2014-2015 Republic Services Phoenix, AZ  
**Senior Manager of Digital Marketing**

Lead, develop and manage key digital channel strategy revolution. Increase customer engagement and grow profit through enhanced digital experiences for \$9B Fortune 300 provider of waste services. Full digital marketing P and L responsibility.

- Launched industry leading website whose visitors and sales grew by >60% 3 months
- Leveraged expertise in digital technologies (web, mobile, app, email, social media, eCommerce)
- Optimized multi-million dollar investment across digital channels (SEO/SEM, mobile, Salesforce CRM and local search) to decrease acquisition cost by >60%
- Aligned digital strategy to customers' needs, enhance UX design and increased digital customer satisfaction

2013-2014 William Frick and Company Libertyville, IL  
**Marketing Director**

Broad strategic and tactical marketing responsibility for specialty label printing business. Full marketing P and L responsibility.

- Responsible for driving new business across direct selling and eCommerce channels
- Guide customer focused product development in label and RFID technology
- Improved lead cultivation through field sales and marketing adoption and expansion of Salesforce CRM

2009-2013

Thermo-Fisher Scientific

Vernon Hills, IL

**Director of Global eBusiness and Customer Experience**

Newly created position to drive increased global customer satisfaction through eCommerce and contact channels improvements. Directed 90 plus managers, supervisors, and associates. P and L responsibility with a direct budget in excess of \$8M.

- Grew eCommerce channel sales to more than 50% of revenue
- Expanded and evolved >\$3M eCommerce initiatives (system development, UX, SEO, PPC, social, mobile, and email)
- Directed, measured and improved the customer experience operations (90 person contact center and product technical support) winning three corporate awards
- Guided organization development through global operation reviews, strategic planning, process improvement (lean and PPI), and employee mentoring programs
- Drove customer experience and eCommerce UX enhancements through strategy, cross functional teams, business process and service improvement initiatives for a \$12B Fortune 300 organization
- Speaking engagements on driving measurable growth through mobile, SEO and PPC innovation

2007-2009

Thermo-Fisher Scientific

Vernon Hills, IL

**Director of Direct Marketing (and eBusiness)**

Continue eCommerce growth, create multi-channel strategy, rationalize >\$5M direct response budget, and analyze results globally across all marketing channels. Directed 25 plus managers, supervisors, and associates. P and L responsibility with a direct budget in excess of \$9M.

- Implemented world class B2B eCommerce functionality (1<sup>st</sup> mobile app, product reviews and chat)
- Launched first long tail SEM in Thermo Fisher (ultimately 1050% return)
- Developed international dealer self-service tools to support growth and reduce costs
- Refined customer list segmentation, acquisition, and retention activities with 7 analysts
- Increased large PPC program from 800% to 1100% return – driving further investment and partnership with Google
- Integrated acquired Davis brand into direct marketing operations significantly reducing costs
- Championed headcount shift from advertising and trade show resource to new content marketing role
- Proposed, created, and launched B2C “planet” web sites – low service and low cost pilot
- Launched Amazon partnership to test consumer market potential

2000-2007

Cole-Parmer - Fisher Scientific

Vernon Hills, IL

**Director of eBusiness**

New role to create and expand eBusiness team. Team created, designed, coded, and launched many eCommerce websites. Strategy, profit and loss responsibility for all eCommerce initiatives. Grew team to 7 managers and associates. P and L responsibility with a direct budget in excess of \$2M.

- Grew eCommerce sales in double digits each year
- Created and directed “best in market” e-marketing initiatives (search engine optimization, Pay-Per-Click advertising, web analytics, email, and incentives) worldwide
- Led the development and UX team to produce multi-currency, branded, multilingual, and heavily personalized family of eCommerce sites to support a worldwide network of dealers and customers on Microsoft technologies
- Led facets of the company through 3 acquisitions
- Utilized healthy mix of internal and outsourced resources to meet objectives
- Directed cross channel strategic marketing activities
- Realigned and staffed field sales team to be geographically diverse and opportunity focused

**Education**

MBA  
BS, Physics

Keller Graduate School  
Illinois State University

Chicago, IL  
Normal, IL