

E-COMMERCE & OMNICHANNEL MARKETING EXECUTIVE / GENERAL MANAGER

20+ Years' Marketing Leadership • 9-Digit P&L • 300%+ eCommerce Growth • Proactiv Digital Turnaround

Entrepreneurially minded marketing and business leader who engineers revenue-winning and profit-maximizing strategies for consumer-brand startups and mid-market enterprises. Plots the shortest path to the greatest business impact through AI tech know-how, spot-on prioritization instincts, agility mindset, and decades-long experience in building brand and performance marketing capabilities. Harnesses talent and builds loyal, engaged, data-driven teams that thrive in high-pressure environments.

Marketing Expertise: DTC, eCommerce & Amazon Marketplace Growth • Omnichannel Media Mix Strategy • Customer Acquisition, Experience & Retention • Conversion Rate Optimization • Social, Influencer & Creator Marketing • AI-Driven Marketing Operations

GM Strengths: Cross-Functional Team Leadership • Financial Management & P&L Ownership • Team Development & Retention Strategic Partnerships & Negotiation • Digital Transformation • Business Model Renovation • Business Process Improvement

PROFESSIONAL EXPERIENCE

USP GROUP • GENERAL MANAGER – E-COMMERCE, US HUB • New York, NY • 12/2025–Present

Company: Global Health & Wellness enterprise • 52 brands in 14 markets • \$430M revenue

Scope: Recruited from consulting engagement into marketing-led GM responsibility for BeLive and Hi-Lyte brands with mandate to scale from \$12M combined revenue to \$20M by 2028. Own the U.S. business strategy, P&L, annual operating plan, and resource allocation. Steer 2 direct / 12 indirect reports across brand strategy, growth marketing, operations, customer experience, finance, and logistics.

Launched plan to reverse a 2-year decline and reach \$20M target through strategic repositioning, a unified marketing platform, and revenue diversification from a single channel into an omnichannel engine. Early promise:

Hi-Lyte DTC Growth: +74% YTD

BeLive DTC Growth: +21% YoY (Aug)

New Customer Growth: 193% (Aug)

- **Strategic Repositioning:** Defined USP, brand guidelines, and strategy for BeLive and Hi-Lyte brands, shifting from product focus to solution focus. Built scalable brand platforms to inform DTC advertising, creative, web redesign, product launches, and campaigns.
- **Omnichannel Strategy:** Steered company from 100% Amazon reliance to channel diversification with omnichannel brand consistency. Built out DTC channel, paid media strategy, and social media/influencer/creator programs. Set criteria, standards, and benchmarks.
- **Amazon Turnaround:** Stabilized declining core revenue channel, reversing negative momentum by modernizing Amazon growth capabilities and steering full-funnel advertising, testing, and optimization.
- **AI-Enabled Growth:** Built a lean operating model, embedding Claude and ChatGPT into workflows, strategy development, and project management across a commerce and marketing stack spanning Amazon Seller Central, Shopify, Klaviyo, and Asana.

HUNTTING ADVISORY GROUP LLC • STRATEGY CONSULTANT / INTERIM CMO • New York, NY • 10/2024–12/2025

Company & Scope: Strategic consulting services focused on optimizing brand, eCommerce, D2C, and Omnichannel strategies.

Delivered strategic insights that helped startups and mid-market companies navigate rapidly evolving digital landscapes and convert marketing efforts into accelerated growth and bottom-line impact.

- **Growth Diagnostic:** Built a turnaround strategy for BeLive brand (USP Group) as consultant; recruited within 4 months to execute it as new GM. Mapped channel performance, marketing investment, and white space opportunities and steered initial USP development.
- **DTC Channel Evolution:** Retained by former employer, Hint, to roadmap next phase of DTC business stood up in prior role, spanning omnichannel repositioning, DTC organizational design, and LTV strategies.

HINT, INC. SENIOR VICE PRESIDENT, E-COMMERCE • New York, NY • 05/2018–09/2024**Company:** Fastest-growing flavored-water company in the U.S. and disruptive healthy lifestyle brand • 185 employees • \$234M revenue**Scope:** E-Commerce strategy owner • \$16.4M paid media and E-Commerce marketing budget & \$79M P&L at peak of responsibility • 6 direct / 10 indirect reports (D2C & Brand Marketing, Lifecycle/CRM/Subscription, Amazon, eRetail, Social Media)

Delivered explosive growth and radical turnarounds by diversifying marketing and E-commerce mix, building DTC and Amazon capabilities, and professionalizing processes and teams to investor standards.

Revenue: +315% to \$79M**Savings Impact: \$2M annually****DTC Revenue: +220% to \$51M**

- **Rapid Growth:** Led eCommerce P&L with direct responsibility, exceeding new DTC customer order KPIs at 51% growth. Aligned growth with CPA targets, delivering 25% drop in acquisition costs.
- **Performance & Brand Marketing:** Built diversified media mix strategy: Meta, TikTok, Native, Display, influencer campaigns; DRTV and direct mail; Google Shopping ads and SEO. Delivered 80% YoY influencer marketing growth. Elevated engagement with YouTube and CTV debuts. Maximized sales and efficiencies via AI tools, media mix modeling, media attribution, and incrementality testing.
- **Turnaround & Crisis Management:** Delivered 56% post-Covid Amazon growth (to \$27.7M), restoring investor confidence. Turned negative sales to 12% YoY gains with 12% lower CPA. Delivered 37% YoY growth for Facebook/Instagram sales with a 31% CPA drop.
- **Retention and UX Improvement:** Launched Shopify website and UX strategy, improving conversion 57%. Launched Klaviyo email and CRM strategy to fuel customer retention and LTV. Cut annual operating expenses \$1M+ through campaign management overhaul.

THE PROACTIV COMPANY (A NESTLÉ DIVISION) (formerly part of Guthy Renker) Santa Monica, CA • 03/2014–04/2018**SENIOR VICE PRESIDENT, DIGITAL MARKETING** (Guthy Renker, '14–'16; The Proactiv Company, '16–'18)**Company:** Nestlé Skin Health and Guthy Renker joint venture; Market leader in consumer acne and skin care products • 200+ employees**Scope:** Answered the call to expand scope of executive authority in 2017 to include DRTV and direct mail in addition to managing all digital channels • Up to \$92M marketing budget • \$309M P&L responsibility • 6 direct / 18 indirect marketing, media, and creative reports.

Drove a mission-critical shift from an infomercial-based business model to digital reinvention. Reversed a downward digital sales slide and created a matrix of value that led to brand acquisition by Nestlé Skin Health.

Agency-Related Cost Reduction: \$6M**Growth (Year 1): 21%**

- **Turnaround & Capability Building:** Built digital marketing and creative capabilities that turned years of losses to gains. Grew digital sales 21% YoY ('14–'15); increased profit 23% and YoY growth 15% ('15–'16). Replaced agencies with capabilities, saving \$6M annually.
- **Profit Maximization:** Analyzed ad spend and P&L drivers, eliminating inefficiencies. Reinvested in paid social, lifting Meta sales 160% while slashing cost per order 20%. Deftly managed \$5M CTV / YouTube budget that increased awareness and channel orders 50%.
- **E-Commerce Strategy:** Orchestrated the development of new creative tests and overhauled the order flow on Proactiv.com, increasing site conversion rate 24% and prompting visitors to choose higher priced kits, growing online orders 15% and profitability 30%.

LOT18 / TASTING ROOM • VP, Acquisition Marketing • New York, NY • 2012–2013**Company & Scope:** Managed \$2M in paid media and 8 person team within a wine eCommerce and subscription business.

Led acquisition strategy through shift to subscription model and secured partnership to launch the Forbes Wine Club.

Paid Subscribers: +14K**Conversion: +150%****New Customers: +25%****Revenue per Customer: +50%****FYI DIRECT, INC. • VP, Online Marketing** • Norwalk, CT • 1998–2012**Company & Scope:** Promoted 4X through sales and marketing roles (serving in VP role from '09–'12) at consumer subscription and membership services company with credit monitoring and identity protection products. Managed up to \$45M in media, 18 team members.

Generated \$250M in annual revenue, leading shift from traditional direct response to digital. Scaled paid search and display into major acquisition engines.

EDUCATION & AFFILIATIONS**IONA COLLEGE • Master of Business Administration (MBA) • 2001****SOUTHERN CONNECTICUT STATE UNIVERSITY • Bachelor of Science (BS), Business Administration–Management • 1997**