Brian Frank

VP E-Commerce, Principal Product Manager

614-204-5382

iambrianfrank@gmail.com

linkedin.com/in/iambrianfrank

https://www.iambrianfrank.com

Creative & user-focused, Product and E-Commerce leader with 20 years of experience increasing revenues and launching innovative products and features. Doubled sales at AC Lens from $25M to $50M and delivered 20%+ annual growth at National Vision. Expertise working with Agile Engineering teams and coaching Product Managers. I love solving complex user problems using design and technology to deliver business value.

- Experience managing Managers
- Budgeting and P&L ownership
- Start-up experience
- UX Design & coding background
- A/B testing expert

WORK EXPERIENCE

National Vision | 2021 - 2023   Columbus, OH
VP E-Commerce, Principal Product Manager

- Increased repeat customer E-Commerce sales by 30%+ by integrating store POS data with online, improving My Account user experience, and developing brand marketing strategies to increase awareness and traffic
- Improved appointment scheduler completion rate by 200 basis points, resulting in $20M in incremental revenue by conducting a UX heuristic review, identifying user problems, leveraging customer feedback, and split testing to optimize conversion funnel
- Managed the Performance Marketing budget of $25M and worked with internal staff and agency partners to optimize campaign performance and reduced CAC by 10%
- Improved online merchandising and optimized content on SAP Hybris CMS and increased organic traffic by 15% by improving technical SEO and optimizing page load speed
- Modernized product experiences through digital product innovation, such as adding virtual try on for glasses, online prescription renewal, and personalized recommendations using AI/machine learning, and grew E-Commerce revenue by 20%+ annually
- Established Product and UX teams, and hired and coached a team of 3 product managers

AC Lens | 2012 - 2020   Columbus, OH
VP E-Commerce, Principal Product Manager

- Managed 5 managers and 15 total staff across Marketing, Merchandising & Assortment, Digital Product, UX, Content, and Web Analytics

SKILLS

Product

- A/B Split Testing
- Business Cases
- Capital Expenditure Management
- Opportunity Analysis
- Prioritization
- Product Development
- Product Planning
- Product Strategy
- Requirements
- Roadmaps

Technical

- Agile Development
- Artificial Intelligence
- AWS
- Front End Web Development
- Git
- HTML/CSS
- Javascript
- Machine Learning
- NodeJS
- Project Management
- ReactJS
- Scrum Methodology
- SQL

Design

- Customer Experience
- Customer Journey Maps
- Digital Content
- User Interface Design
- User Research

- Owned P&L and led Marketing Acquisition and Retention teams and optimized our budget of $3M/year to double revenues from $25M to $50M from 2016 to 2020
- Used data to create an strategic product roadmap, and aligned the business objectives with product initiatives, resulting in more effective use of capital
- Launched a native mobile app for DiscountContacts.com and a contact lens subscription program, resulting in a 10% increase in CLTV and retention, and improved customer satisfaction, measured by NPS
- Launched an email and SMS-enabled CRM platform, focused on retaining customers, which led to an increase in repeat purchases of 20% in 2018
- Executed split test experiments, design sprints, journey mapping, usability testing, and user research to define personas and optimize customer experiences

VP Digital Product, Principal Product Manager

- Improved website conversion rates by 10% over this period, using data analysis and on-going split testing experiments and conversion rate optimization
- Launched custom-built responsive B2C E-Commerce platform delivering product and features to power 15 contact lens and glasses websites in 2015
- Established our Product Management and UX processes, and defined the strategy for our front-end code and infrastructure, focusing on reusable components, improving developer productivity
- Defined product strategy, conducted user research, wrote product requirements and user stories, prioritized features and worked closely with engineering in an Agile environment, managing software delivery through the full lifecycle
- Led high-profile project to take over contact lens distribution for Walmart and Sam's Club partnerships and delivered E-Commerce websites and the operational changes to support a large increase in volume in 72 days
- Led experience design, executed design sprints, journey mapping, user interviews, usability testing, and quantitative research to make data-driven product decisions

Baseball Rampage | 2007 - 2011   Columbus, OH
General Manager & Partner

- Launched BaseballRampage.com in 2007, selling sports equipment, and built out retail store, assortment, and website, and managed operations, order fulfillment, inventory management, and supply chain.
- Grew revenues from $0 to $5M by 2012, while maintaining P&L responsibility by optimizing website conversion, paid marketing, retention, pricing, and assortment
- Launched Rampage Rewards loyalty and referral program, resulting in a 10% increase in 1x to 2x customer retention

AC Lens | 2004 - 2011   Columbus, OH
Marketing Manager/Director

Marketing
- Affiliate Marketing
- Content Management
- Customer Acquisition
- Customer Retention
- Email Marketing
- Go-To-Market
- Merchandising
- Paid Search
- Pricing Strategy
- Search Engine Optimization

Platforms
- Azure DevOps
- Business Objects
- JIRA
- Looker
- Power BI
- SAP Hybris
- Tableau

EDUCATION

MBA in Business/Marketing
Capital University
Columbus, OH, USA
GPA: 3.8
2010 - 2012

BA in Marketing Communications
The Ohio State University
Columbus, OH, USA
GPA: 3.7
1999 - 2004

CERTIFICATIONS

Product Strategy Micro Certification
2024
Product School