

Michael E. Donner

www.eCommerceDigitalCMO.com

Growth-Obsessed Chief Marketing Officer | Transformational Leader Across DTC, B2C, and B2B

I build brands and drive growth — fast, measurable, and meaningful. Across tech, eCommerce, healthcare, cybersecurity, and retail, I turn marketing into a revenue engine. Strategy and execution go hand in hand for me: from shaping vision in the boardroom to rolling up my sleeves and driving results that stick.

Core Strengths:

- **AI-Driven Growth & Digital Transformation:** Embedding AI and analytics to supercharge acquisition, retention, and revenue
- **Performance Marketing Mastery:** Expert in PPC, retargeting, paid social, display, and multi-channel optimization
- **Brand Strategy & PR Leadership:** Building memorable brands and PR engines that drive thought leadership and trust
- **Influencer & Affiliate Growth:** Creating partnerships that expand reach, credibility, and conversions
- **Full-Funnel Acquisition:** Optimizing every touchpoint to reduce CAC and boost LTV
- **Go-to-Market Execution:** Leading competitive positioning, product launches, and rapid market expansion
- **Data-Driven Optimization:** Improving ROAS, conversions, and bottom-line impact
- **Leadership & Team Building:** Scaling agile, accountable teams that deliver results

Career Experience:

[ThriveLab](#) — (DTC Subscription Telehealth)

Interim Chief Marketing Officer | 2022 – Present

- Reduced cost-per-lead by 82%, doubling subscriptions QoQ
- Deployed AI-enhanced funnels that boosted LTV and retention rates

[ReconnectRelationship](#) — (DTC Multi-State Telehealth)

Board Advisor / Chief Marketing Officer | 2020 – Present

- Drove 100%+ YoY revenue growth with full-funnel digital strategies
- Won International Silver Globe Award for groundbreaking mental health campaigns

[Zyter](#) — (SaaS, IoT & Home Health)

Chief Marketing Officer | 2020 – 2022

- Generated 500%+ YoY revenue growth; increased social engagement 280%
- Secured 106 industry awards for branding, content marketing and demand gen

[Competitive Marketing Advantage](#) — (Full-Time Leadership for High-Growth Companies)

Recruited as Chief Marketing and Digital Officer at Clients | 2014 – 2020

Hired by private equity firms and CEOs as on-site CMO for 6–12+ month exclusive engagements. Led marketing and eCommerce strategy, demand generation, brand

Michael E. Donner www.eCommerceDigitalCMO.com +1 (561) 542 7930 michaeldonner@yahoo.com

development, product marketing, customer acquisition, and team leadership — reporting directly to CEOs and boards, with full P&L and growth accountability.

- [Experience.com](#) (SaaS Subscription) — Relaunched brand, built inside sales and demand generation and drove demo conversions to 80%
- [Ingram Micro](#) (eCommerce Marketplace) — Expanded reseller base by 157% and subscriptions by 414%, driving 398% annual seat growth
- [MDLIVE](#) (DTC and B2B Telehealth) — Scaled membership by 10M; increased registrations 42%, utilization by 44%, and retention to 97%
- [Dryver](#) (Rideshare) — Launched apps fueling 1,014% YoY user growth; expanded operations to 76 cities across 31 states
- [Conversica](#) (AI SaaS Subscription) — Led rebranding and repositioning efforts, resulting in a 1,119% traffic surge and 600% increase in exchange downloads
- [J.ING Limited](#) (eCommerce Retail Brand) — Boosted global site traffic by 67%, AOV by 58%, and digital marketing ROI by 82%, driving 102% MoM profitable growth
- [Perry Ellis](#) (Omnichannel Retail) — Delivered 40% eCommerce growth; reduced digital spend 17%, leading to first profitable year across five brands

[Akamai Technologies](#) / Prolexic — **(Cybersecurity Subscription)**

SVP, Chief Marketing Officer | 2011 – 2014

- Grew subscription revenue from \$14M to \$70M and client base by 45%
- Led marketing that contributed to \$370M acquisition (2,366% return for PE firm)
- Earned 800+ media placements and 60,000+ social mentions without a PR agency

[TD SYNnex](#) / TechData — **(Marketing, Analytics, Events, PR & Creative Services Agency)**

GM, TD Agency & VP, Marketing Services, TechData | 2010 – 2011

- Managed \$60M P&L, grew new business by \$17.5M in first quarter post-restructure

[Stryker](#) / IntelliDOT — **(Healthcare Technology)**

Chief Marketing Officer | 2008 – 2010

- Grew pipeline by \$10M; reduced CPL from \$3,027 to \$7, and contributed to a profitable exit

[Capgemini](#) — **(Global Consulting, Technology and BPO)**

VP, Global Head, Demand Generation | 2006 – 2008

- Built global demand center across 40+ countries, adding €1.3B in pipeline and reducing marketing spend by €2.7M

Early Career & Additional Experience:

- [Saks Fifth Avenue](#) (Retail) - Sales and Marketing Program Associate
- [Macy's](#) (Retail) – Sales and Marketing Program Associate

Education:

[Babson College School of Management](#)

Bachelor of Science, Marketing, Management & International Business — *(With Distinction)*