

MICHAEL E. DONNER

www.eCommerceDigitalCMO.com

eCommerce Chief Marketing Officer (CMO) | DTC, Subscription & Omnichannel Growth Leader
Turning Marketing into a Revenue Engine with Strategy, Innovation, and Hands-On Execution

Accomplished eCommerce Chief Marketing Officer with a proven track record of driving revenue, market share, subscription growth, and brand leadership across DTC, B2C, B2B, SaaS, health, wellness, and cybersecurity. Expert at scaling subscription and recurring revenue models from early-stage startups to \$40B global enterprises through AI-powered demand generation, performance marketing, digital transformation, and omnichannel optimization. Trusted advisor to Boards and CEOs for market repositioning, brand reinvention, M&A integration, and operational turnaround. Leads with clarity, candor, and relentless focus on results that create lasting customer impact.

Core Competencies:

eCommerce Growth • Go-to-Market Strategy • Subscription & Recurring Revenue Optimization • Brand Positioning & Storytelling • Performance Marketing • Omnichannel Marketing • Customer Acquisition & Retention • Revenue Growth • Profitability Improvement • CLTV & AOV Optimization • Conversion Rate Optimization • AI & Predictive Analytics • Digital Transformation • Full-Funnel Marketing • P&L Ownership • M&A Integration • Team Building & Leadership

Experience:

Thrivelab – Fractional Chief Marketing Officer
DTC Subscription Telehealth | 2022 – Present

- Reduced CPL by 82% (\$38.50 to \$6.80) through data-driven full-funnel performance marketing, freeing capital to scale profitable acquisitions.
- Increased subscriptions by 111% QoQ while reducing CAC by 53% and improving lead volume by 250%, fueling rapid market expansion.
- Launched AI-powered conversion funnels, cutting onboarding time from 3 weeks to 72 hours and transforming the customer journey into a seamless, frictionless experience.
- Elevated AOV by 38% via strategic upsells and bundled offerings, deepening wallet share and perceived value.
- Deployed lifecycle email automation driving 22% lift in monthly recurring revenue.
- Reduced churn by 35% with behavioral retargeting and reactivation campaigns reconnecting patients to health goals.
- Expanded inbound qualified leads by 4.2x via SEO-rich content and authority link building.
- Implemented predictive analytics to identify top-value cohorts, maximizing ROI and market prioritization.
- Revitalized brand messaging and launched a new SEO-optimized website within 45 days, aligning brand promise with operational excellence.

ReconnectRelationship – Board Advisor / Fractional Chief Marketing Officer
DTC Multi-State Telehealth | 2022 – Present

- Drove 100%+ YoY revenue growth optimizing digital acquisition, booking, and retention funnels.

- Increased patient bookings by 92% via targeted paid search and geo-focused campaigns, while reducing cost-per-booked-appointment by 61%, enabling profitable expansion.
- Improved first-time session show rate to 87% with automated reminders and pre-session engagement workflows.
- Boosted client retention by 49% with tailored progress marketing and rebooking strategies grounded in positive psychology.
- Launched HIPAA-compliant funnel analytics dashboards for real-time optimization and faster data-driven decisions.
- Created award-winning campaigns, earning the International Silver Business Globee Award for mental health marketing that reshaped public conversation and reduced stigma.
- Enhanced brand positioning with strategic storytelling to connect with diverse communities.
- Conducted competitive and market analyses to uncover high-value service gaps, driving new program development and accelerated revenue growth.

Zyter – Chief Marketing Officer

SaaS, IoT & Home Health Subscriptions | 2020 – 2022

- Generated 500%+ YoY revenue growth by scaling demand generation, strategic partnerships, and category-creating brand positioning.
- Launched integrated go-to-market campaigns for virtual care and remote patient monitoring, driving a 310% surge in qualified leads and building a \$24M pipeline within six months via ABM.
- Increased social engagement by 280% and impressions by 105%, strengthening brand authority in health tech.
- Established in-house PR/analyst relations achieving 106 global awards in 2021 without entry fees, proving creativity outperforms budget.
- Built predictive analytics and attribution dashboards, improving ROAS by 187%.
- Expanded partner ecosystem by 5x, opening new revenue streams with global partners.
- Spearheaded cross-functional product launch strategies, integrating marketing, sales enablement, and PR for maximum market disruption.

Competitive Marketing Advantage

Providing Interim CMOs for High-Growth Companies | 2014 – 2020

Experience.com | Interim Chief Marketing Officer | SaaS Subscription

- Relaunched brand and built inside sales and demand generation engines, driving demo conversions to 80%, enabling sales acceleration.

Ingram Micro | Interim Chief Marketing Officer | eCommerce Marketplace

- Expanded reseller base by 157% and subscriptions by 414%, fueling 398% annual seat growth and capturing market dominance.

MDLIVE | Interim Chief Marketing Officer | DTC/B2B Telehealth Subscription

- Scaled membership by 10M; increased registrations by 42%, utilization by 44%, and retention to 97%, legitimizing telehealth services.

Dryver | Interim Chief Marketing Officer | Rideshare

- Launched apps driving 1,014% YoY user growth; expanded operations to 76 cities in 31 states, transforming a regional business into a national brand.

Conversica | Interim Chief Marketing Officer | AI SaaS Subscription

- Led rebranding and repositioning that drove a 1,119% traffic surge and 600% increase in downloads, establishing category leadership.

J.ING Limited | Interim Chief Marketing Officer | eCommerce Fashion

- Boosted global site traffic by 67%, AOV by 58%, and digital marketing ROI by 82%, driving 102% MoM profitable growth and establishing the brand as a leading online fashion destination.

Perry Ellis | Interim Chief Digital Officer | Omnichannel Retail

- Delivered 40% eCommerce growth while reducing digital spend by 17%, leading to the first profitable year across five brands.

Akamai Technologies / **Prolexic** – SVP, Chief Marketing Officer
Cybersecurity Subscription | 2011 – 2014

- Grew subscription revenue from \$14M to \$70M and client base by 45%, positioning for exit.
- Led marketing that contributed to \$370M acquisition (2,366% PE return), aligning storytelling with investor priorities.
- Secured 800+ media placements and 60,000+ social mentions without a PR agency, showcasing strategic influence and resourceful brand amplification.

Earlier Career:

TD SYNTEX / TechData – GM, TD Agency & VP, Marketing Services | 2010 – 2011 | Strategy, Performance Marketing, Analytics, Events, Digital, PR & Creative Services Agency

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

Stryker / IntelliDOT – Chief Marketing Officer | 2008 – 2010 | Healthcare Technology

- Grew pipeline by \$10M; reduced CPL from \$3,027 to just \$7, contributing to profitable exit.

Capgemini – VP, Global Head, Demand Generation | 2006 – 2008 | Consulting, Technology & BPO

- Built global demand center spanning 40+ countries, generating a €1.3B pipeline and reducing marketing spend by €2.7M.

Saks Fifth Avenue – Sales & Marketing Program Associate | Early Career | Retail

- Ranked #4 salesperson regionally, achieving record sales per square foot and 3x daily targets through targeted marketing and high-conversion customer engagement.

Macy's – Sales & Marketing Program Associate | Early Career | Retail

- Ranked #5 salesperson in the Northeast, led school partnership programs driving double-digit revenue growth, increased department traffic by 42%, and boosted cross-category conversion by 38%.

Education:

Babson College School of Management

Wellesley, MA

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