

# Michael E. Donner | [www.eCommerceDigitalCMO.com](http://www.eCommerceDigitalCMO.com)

DTC and eCommerce Chief Marketing Officer | Digital Transformation Architect | ROI-Driven Growth Leader

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Results-driven CMO with a proven track record in DTC and eCommerce growth, specializing in rapid profitability transformations and brand-driven marketing. I lead with a blend of strategic vision and hands-on execution, leveraging AI and data to drive efficiencies, optimize paid media, and accelerate growth. Known for creating memorable, buzzworthy brand experiences, I build consumer journeys that attract, engage, and retain loyal customers.

With extensive experience in digital transformations and innovative marketing, I lead cross-functional teams to deliver high-ROI campaigns and create lasting brand impact through PR, influencer partnerships, experimental marketing and affiliate networks.

## Core Competencies:

- **Digital Transformation & AI-Driven Efficiency:** Drive digital transformations by integrating AI and data insights, optimizing customer engagement, and boosting operational efficiency to support rapid, scalable growth.
- **Performance Marketing & Paid Media Optimization:** Lead paid media strategies across PPC, retargeting, and display advertising, ensuring cost efficiency and maximum ROI in every campaign.
- **PR & Brand Amplification:** Shape compelling PR and brand narratives that build visibility, generate buzz, resonate with audiences, and drive reputation and trust.
- **Influencer & Affiliate Marketing for Demand Generation:** Develop impactful influencer partnerships and affiliate programs to expand reach, generate demand, and drive sales.
- **Customer Acquisition & Retention:** Craft high-impact, full-funnel strategies across email, content, and social channels to attract and retain loyal customers in DTC environments.
- **Data-Driven Insights & ROI Optimization:** Expert in conversion rate optimization and metrics (CAC, LTV, ROAS) to improve performance, optimize spend, and scale profitably.
- **Product Lifecycle & Go-to-Market Strategy:** Lead market analysis, competitive pricing, and launch strategies to create compelling experiences that align with brand vision.
- **Team Leadership & Agility:** Build high-performing, agile teams that thrive in fast-paced environments, fostering collaboration, accountability and driving impactful results.

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## Professional Experience:

### **ThriveLab** (DTC Subscription Telehealth)

*Chief Marketing Officer | 2022 - Present*

- Drove eCommerce growth by optimizing digital acquisition funnels with AI-powered strategies, reducing cost per lead (CPL) by 82%, and boosting subscriptions by 111% quarter-over-quarter, achieving rapid profitability.

### **ReconnectRelationship** (DTC Telehealth)

*Board Advisor / Chief Marketing Officer | 2020 – Present*

- Developed brand positioning and implemented multi-channel digital acquisition for DTC growth, leading to over 100% year-over-year revenue expansion across states. Awarded the Silver Business Globe Award for groundbreaking mental health marketing campaigns.

### **Zyter** (SaaS, IoT & Home Health)

*Chief Marketing Officer | 2020 - 2022*

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- Achieved over 500% YoY revenue growth through data-driven demand generation and content marketing strategies, driving substantial customer acquisition and enhancing social media engagement by 280%. Recognized with 106 global industry awards for innovative and groundbreaking marketing campaigns across various categories.

### **Competitive Marketing Advantage (Strategy/Demand Gen Agency Placing Interim CMOs)**

*Chief Marketing and Digital Officer (Full-time, On-site Client Engagements) | 2014 - 2020*

- **Experience.com**: Launched ABM and demand generation campaigns that achieved 80% discovery call rates for B2C SaaS subscriptions.
- **Ingram Micro**: Boosted eCommerce Marketplace subscriptions by 414% and reseller growth by 157%, achieving a 398% YoY increase in seat growth.
- **MDLIVE**: Expanded telehealth membership by 10M in DTC and B2B channels, increasing user registration by 42% and utilization by 44%, with a 97% retention rate.
- **Dryver**: Led the launch of iOS and Android apps, resulting in a 1,014% YoY increase in DTC account sign-ups and expansion into 76 cities across 31 states for ridesharing service.
- **Conversica**: Built a high-performance marketing team, achieving 1,119% growth in site traffic and over 600% increase in SaaS downloads through advanced AI and digital strategies for SaaS subscription software.
- **J.ING Limited**: Transformed eCommerce operations to achieve 100% month-over-month revenue growth, launched a loyalty program, and increased average order value by 58%.
- **Perry Ellis International**: Delivered a 40% YoY eCommerce revenue increase, introduced a successful omnichannel loyalty program, and optimized paid media spend, reducing it by 17% to achieve the first positive operating income across five brands.

### **Akamai Technologies (Cybersecurity)**

*SVP, Chief Marketing Officer, Prolexic Technologies | 2011 - 2014*

- Scaled cybersecurity subscription revenue from \$14M to \$70M and expanded the client base from 210 to 450, leading to a \$370M acquisition by Akamai, delivering a 2,366% return for private equity investors. Built an innovative demand generation strategy, securing over 800 media placements, 10 analyst reports, and 60,000+ social media posts.

### **TD SYNnex (Marketing Services)**

*VP, Marketing Services & General Manager, TD Agency | 2010 - 2011*

- Managed a \$60M P&L and a 75-person team, achieving 104% of stretch revenue targets and securing \$17.5M in new business in the first quarter post-restructure, demonstrating rapid turnarounds in profitability.

### **Stryker (Healthcare Technology)**

*Chief Marketing Officer, IntelliDOT Corporation | 2008 - 2010*

- Enhanced the lead pipeline by \$10M, cutting CPL from \$3,027 to \$7, driving profitable growth and positioning the company for a successful investor exit.

### **Capgemini (Management Consulting)**

*VP, Global Head, Demand Generation | 2006 - 2008*

- Established a global demand generation center in 40+ countries, reducing marketing costs by €2.7M and generating a €1.3B pipeline through effective digital transformation.

### **Additional Experience:**

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

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### **Education: Babson College School of Management**

Bachelor of Science in **Marketing, Management, and International Business** (With Distinction)

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