

Michael E. Donner

www.eCommerceDigitalCMO.com

Results-driven, growth marketing and digital executive for B2B and B2C companies – start-up to global – **with expertise in: retail, eCommerce, consumer products and high-tech.** Conceives and implements innovative sales, marketing, digital demand generation/customer acquisition, eCommerce, customer experience and highly effective engagement strategies with closed-loop ROI to ignite digital transformation and sustained, profitable growth.

CORE COMPETENCIES

- ✓ Reinvigorate strategy, build tactical sales, demand generation/customer acquisition, customer experience and growth marketing initiatives
- ✓ Manage product from inception to release: product marketing, commercialization, market research, competitive analysis, pricing and communications
- ✓ Select and implement marketing technology
- ✓ Recruit, train, mentor, lead and motivate staff
- ✓ Develop daily sales, merchandising, promotional pricing strategy and tactics aligned to target buyer
- ✓ Strategize/recruit/activate programs with channel partners/distributors, coupon/loyalty and content/influencer networks
- ✓ Manage sales channels, ad/promotional programs and strategies for Amazon and Walmart marketplaces
- ✓ Launch digital media, SEM strategy, content, growth marketing and demand generation/customer acquisition across: behavioral marketing, search/intent, PPC, remarketing, retargeting, banner ads, paid and organic social, Google shopping, influencer and affiliate marketing
- ✓ Optimize video/search/display/shopping campaigns for demand capture/reactivation (Google/Facebook)
- ✓ Develop detailed attribution/reporting/analytics tracking/conversion rate/cost metrics: NPS, CAC, LTV, ROI & ROA

EXPERIENCE

[SocialSurvey](#), Chief Marketing and Digital Officer

January 2020 – Present

VC start-up, cloud-based, customer and employee experience/engagement online reputation management platform

- Rebuilt/launched/managed marketing and insides sales operations, infrastructure and outreach
- Created demand generation campaigns resulting in 80% discovery calls, 50% demos and 20% conversions

[Competitive Marketing Advantage](#), Client Chief Marketing and Digital Officer

2014 - 2020

Full-service marketing and eCommerce agency; providing interim CMOs and CDOs on 6-12-month on-site, exclusive engagements

[J.ING Limited](#), Chief Marketing and Digital Officer

DTC eCommerce & omnichannel retailer: Global women's apparel, accessory, shoe and jewelry brand

- Rebuilt/launched/managed eCommerce sales, marketing, creative, merchandising and customer service
- Created/launched new brand image, voice, message platform and loyalty program: *J.ING Insider* in four weeks
- Transformed underperforming eCommerce site into profitable channel growing more than 100 percent MoM

[Perry Ellis International](#), Chief Digital Officer

US\$875+ million brick and mortar, DTC eCommerce, omnichannel retailer: 25+ apparel, accessory, shoe and fragrance brands:

Men's Brands: Cubavera, Farah, Havanera, John Henry, Original Penguin, Perry Ellis, Savane

Sport/Golf Brands: Ben Hogan, Callaway, Grand Slam, Jack Nicklaus, Nike Swim, PGA Tour

Women's Brands: Jantzen Swimwear, Laundry By Shelli Segal, Peony & Me, Rafaella

- Rebuilt and launched eCommerce strategy, operations, merchandising, digital, social media, marketing and demand generation, resulting in first positive operating income in 14 months, double digit revenue, margin dollar, average order value and site traffic growth YoY, while reducing digital marketing expenses 17%
- Grew eCommerce revenue contribution 40% YoY to represent 14% of sales
- Developed strategy and tactical launch of in-store and online loyalty program across all brands in four weeks
- Developed daily merchandising, promos, demand generation and digital campaigns (48 assets/week per brand)
- Oversaw all direct-to-consumer eCommerce websites and P&L, Amazon marketplace, all social media channels, customer engagement, selection/implementation of technology, content, growth marketing and digital media: pay-per-click, remarketing, retargeting, banner ads, Google shopping, affiliate and influencer marketing
- Managed team of 34+: branding/marketing/creative, merchandising, digital, IT/development, customer service

Ingram Micro, Executive Director, Global Cloud Marketing Leader

US\$43 billion B2B eCommerce marketplace, subscription provider of provider of cloud services/infrastructure/IoT

- Directed strategy, tactical marketing and eCommerce demand generation in 26 countries for cloud division
- Launched integrated growth marketing, eCommerce and digital marketing campaigns, events, product bundles and social engagement resulting in 157% reseller, 414% subscription and 398% seat growth YoY
- Commercialized social, eCommerce and digital properties creating US\$1M+ net new marketing margin

MDLIVE, SVP, Chief Marketing Officer

VC-start up, DTC & B2B eCommerce, subscription, Telehealth services provider with 10+ million members

- Grew registrations 42%, utilization 64% YoY after launching new engagement marketing program
- Created weekly direct-to-consumer and B2B demand generation/customer acquisition engagement campaigns
- Designed, launched and authored interactive Marketing Hub with 275+ growth marketing/engagement materials, ready-to-go campaigns and content for clients to customize and implement in their local markets
- Directed/managed P&L for in-house agency; produced 500+ growth marketing/engagement jobs per quarter

BeMyDD, (Renamed Dryver), EVP, Chief Marketing and Digital Officer

Angel-funded, DTC & B2B eCommerce, ridesharing service in 76 cities in 31 states

- Project managed design/build of mobile app (iOS and Android) and enhanced customer experience website
- Launched joint marketing and partnerships with Total Wine & More, BevMo!, Ciroc and Jack Daniel's to promote engagement, expand brand awareness and drive eCommerce sales
- Achieved 1,014% increase in new account sign-ups, 74% increase in web traffic and 38% increase in orders YoY

Prolexic Technologies, (Acquired by Akamai {NASDAQ: AKAM}), SVP, Chief Marketing Officer

2011 - 2014

VC start-up provider of cloud-based perimeter cybersecurity subscription services

- Developed sales and growth marketing strategy, messaging, value proposition, brand and competitive differentiation
- Spearheaded marketing and inside sales, driving rapid growth: US\$14 to US\$70 million revenue, 44 to 220 employees and 210 to 450 clients, culminating in US\$370 million acquisition by Akamai
- Hired as sole contributor; recruited, trained and managed 16-person global growth marketing and inside sales team
- Launched demand generation programs in Arabic, Chinese, English, French, German, Japanese, Portuguese and Spanish
- Initiated in-house PR/social media resulting in 800+ articles, 10+ analyst reports, 1,250+ blogs and 60,000+ social posts
- Launched SEO initiative resulting in 24 keywords on first-page of Google in 2013, compared with zero in 2012

Tech Data, (NASDAQ: TECD), VP, Marketing Services and General Manager, TD Agency

2010 - 2011

US\$24 billion IT distributor with US\$60+ million growth marketing, demand generation/customer acquisition eCommerce agency

- Led all new business account pitches, quarterly client reviews and client escalation issues
- Managed US\$60+ million division and P&L for 75+ person, full-service, advertising/event/growth marketing/demand generation eCommerce agency with blue chip client list: Acer, Apple, Avaya, Cisco, EMC, HP, IBM, Lenovo, McAfee, Microsoft, Oracle, Sage, Sony, Symantec, Toshiba, VMWare and Xerox
- Launched SEO, SEM, social media, demand generation/customer acquisition and ROI tracking services
- Introduced Market Discovery consulting to help clients uncover opportunities to grow revenues and global reach
- Secured 104% revenue/profitability targets for agency and US\$17.5 million in new business in first quarter of re-launch

Additional Marketing Achievements:

Capgemini, (CAP: EN Paris), VP, Global Head, Demand Generation

Paris-based €7.7 billion provider of consulting, technology, eCommerce and outsourcing solutions

- Created/implemented strategy, business plan and managed tactical launch for global demand generation service center operated as a P&L by uniting 40 regional marketing groups and reducing global spend by €2.7 million in 12 months
- Launched/directed/managed global rollout of Google Enterprise Apps in 40 countries adding €1.3 billion to sales

Saks Fifth Avenue, (NYSE: SKS), Sales and Marketing Program Associate

- Launched back-to-school joint marketing and strategic partnerships with targeted prep-schools to boost sales and store foot traffic resulting in highest sales per square foot in region
- Ranked fourth highest producing store sales representative based on weekly sales metrics

EDUCATION

Babson College School of Management, Wellesley, MA

Bachelor of Science (With Distinction) – Dean's List

Majors: Marketing, Management and International Business; Awarded *Sohopfungsbeitrag Preis* for creative impact to Babson

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