

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: AOV, CAC, churn, DAU, LTV, MAU, NPS, ROAS, ROI and WAU

EXPERIENCE

Competitive Marketing Advantage, Client Chief Marketing and Digital Officer 2022 - Present
Full-service marketing and eCommerce agency; providing interim CMOs and CDOs on 6-12-month on-site, exclusive engagements

ThriveLab Chief Marketing Officer

DTC eCommerce: men's and women's hormone and testosterone replacement therapy subscription service

- Rebuilt/launched/managed eCommerce sales, marketing, affiliates, creative services, digital, and retention
- Increased patient subscriptions 100% Q/Q, reduced CAC by 50% and increased lead volume by 250%
- Launched public relations, affiliate marketing and referral programs

Zyter, Chief Marketing Officer 2020 – 2022

Privately held, telehealth, home health/RPM, COVID-19 and IoT/smart technology SaaS subscription products

- Spearhead strategic and tactical branding, digital, customer acquisition/engagement and growth marketing resulting in 500+% customer and revenue growth YoY, with increases in engagement (105%) and social impressions (280%) YoY
- Conceptualize/execute digital demand generation with 16% conversions and 65.8% increase in web traffic YoY
- Launched in-house PR, analyst and awards outreach resulting in winning 106 global awards in 2021 (no entry fees paid)
- Designed and manage a marketing/sales infrastructure for lead nurturing, campaign/pipeline tracking and ROI analysis

SocialSurvey, Chief Marketing and Digital Officer (COVID Impacted) 2020

VC start-up, SaaS subscription, customer and employee experience and engagement online reputation management platform

- Rebuilt/launched/managed marketing, digital, demand generation, insides sales operations/infrastructure and outreach
- Created weekly digital 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

- Extended global site traffic 67%, product SKUs 45%, increased AOV 58% and digital marketing ROI 82%

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, Raffaella

- 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, SaaS subscription provider of provider of cloud services/infrastructure/IoT

- Directed strategy, tactical marketing and eCommerce demand generation in 26 countries for cloud division
- Launched growth marketing 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, SaaS subscription, Telehealth services provider with 10+ million members

- Grew registrations 42%, utilization 64% YoY after launching new engagement marketing program ^{1}_{SEP}
- Created weekly direct-to-consumer and B2B demand generation/customer acquisition engagement campaigns
- Built Marketing Hub with 275+ growth marketing materials and directed/managed P&L for in-house agency

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

Angel-funded, DTC & B2B eCommerce, subscription 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 with Total Wine & More, BevMo!, Ciroc and Jack Daniel's to 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

- 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
- Initiated in-house PR/social media resulting in 800+ articles, 10+ analyst reports, 1,250+ blogs and 60,000+ social posts

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

- Managed US\$60+ million P&L, 75+ staff, clients: Acer, Apple, HP, IBM, Lenovo, McAfee, Microsoft, Oracle, Sony, Toshiba
- 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 global demand generation center (P&L) by uniting 40 regional teams; reduced spend €2.7 million in 12 months
- Launched/directed/managed global rollout of Google Enterprise Apps in 40 countries adding €1.3 billion to sales

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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