

Michael E. Donner

www.eCommerceDigitalCMO.com

Results-driven, growth and full-stack marketing/digital executive for DTC, B2C and B2B companies – start-up to global – with expertise in retail, eCommerce, consumer products and high-tech. Conceives and implements innovative sales, data-driven 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, data-driven demand generation/customer acquisition, customer experience and performance 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 data-driven 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/Meta)
- Develop detailed attribution/reporting/analytics tracking/conversion rate/cost metrics: AOV, CAC, churn, DAU, LTV, MAU, NPS, ROAS, ROI and WAU

EXPERIENCE

[ThriveLab](#), Chief Marketing Officer

2022 - Present

Privately held/pre-series A, DTC eCommerce: men's/women's hormone & testosterone replacement therapy subscription service

- Rebuilt/launched/managed eCommerce sales/performance marketing/affiliates, reduced cost per lead (\$38.50 to \$6.80)
- Increased subscriptions 111% Q/Q, reduced CAC 133% and increased leads 250% with full-stack, data-driven marketing
- Overhauled and launched new SEO Website with updated messaging/value proposition and optimized product offerings
- Created new online, touch-free, AI sales conversion model reducing time-to-onboard patients from 3 weeks to 72 hours

[Zyter](#), Chief Marketing Officer

2020 – 2022

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

- Spearheaded strategic/tactical branding, digital, customer acquisition/engagement and performance-based marketing resulting in 500+% customer and revenue growth YoY, increased engagement (105%) and social impressions (280%) YoY
- Conceptualized/executed 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/managed marketing/sales infrastructure for data-driven lead nurturing, campaign/pipeline tracking and ROI

[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

[Experience.com](#), (FKA SocialSurvey), Chief Marketing and Digital Officer

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

- Rebuilt/launched/managed data-driven performance marketing, digital, demand gen, branding, insides sales
- Created data-driven demand gen campaigns resulting in 80% discovery calls, 50% demos and 20% conversions

[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, performance marketing, creative, merchandising and support
- 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
- Increased global site traffic 67%, product SKUs 45%, AOV 58% and digital performance marketing ROI 82%

Perry Ellis International, Chief Digital Officer

\$875+ million brick & mortar, DTC eCommerce, omnichannel retailer: 25+ apparel/accessory/shoe/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, performance marketing and demand gen, 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

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

- Directed strategy, tactical performance marketing and eCommerce demand generation in 26 countries
- Launched growth marketing resulting in 157% reseller, 414% subscription and 398% seat growth YoY
- Commercialized social, eCommerce and digital channels creating \$1+ million net new marketing margin

MDLIVE, (NYSE: CI), SVP, Chief Marketing Officer

Prior to acquisition, DTC & B2B eCommerce start-up, SaaS subscription, Telehealth provider with 10+ million members

- Grew registrations 42%, engagement 64%, utilization 44%, retention 97% YoY with data-driven marketing
- 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

Dryver, (FKA BeMyDD), 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
- YoY performance marketing results: new account sign-ups (1,014+%), web traffic (74+%) and sales (38+%)

Akamai Technologies, (NASDAQ: AKAM), (FKA Prolexic Technologies), SVP, Chief Marketing Officer 2011 - 2014

Prolexic was a VC start-up provider of cloud-based perimeter cybersecurity subscription services prior to acquisition

- Spearheaded data-driven marketing and inside sales, driving rapid growth: \$14 to \$70 million revenue, 44 to 220 employees and 210 to 450 clients, culminating in \$370 million acquisition by Akamai (2,366% return for PE firm)
- Hired as sole contributor, recruited, trained, and managed 16-person performance 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, (NYSE: SNX), VP, Marketing Services and General Manager, TD Agency 2010 - 2011

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

- Managed \$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 \$17.5 million in new business in first quarter of re-launch

Additional Marketing Achievements:

Cappemini, (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
- Launched NA BPO business in 30 days, successfully managed and served as spokesperson in 70 media/analyst briefings

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

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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