

# Michael E. Donner

[www.eCommerceDigitalCMO.com](http://www.eCommerceDigitalCMO.com)

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*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 engagement strategies with closed-loop ROI to drive digital transformation and profitable growth.*

## CORE COMPETENCIES

- ✓ Reinvigorate strategy, build tactical sales, demand generation and growth marketing initiatives
- ✓ SEO: keyword research, content/blog optimization, backlinks and analytics set-up
- ✓ Develop daily sales, merchandising, promotional pricing strategy and tactics aligned to target buyer
- ✓ Strategize/recruit/activate programs with coupon/loyalty and content/influencer networks
- ✓ Manage sales channels, ad/promotional programs and strategies for Amazon and Jet marketplaces
- ✓ Launch digital media, SEM strategy, content marketing and demand generation/customer acquisition across: 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 & ROAS

## EXPERIENCE

[Competitive Marketing Advantage](#) (privately held), Chief Marketing, Digital and eCommerce Program Leader 2014 – Present  
Full-service Growth Marketing, Digital Demand Generation/Customer Acquisition and eCommerce Agency

**Serve as exclusive on-site, full-time leader to drive strategic/tactical eCommerce transformations for the following clients:**

[J.ING Limited](#) (DTC eCommerce & omnichannel retailer), Global women's fashion, accessories and décor lifestyle brand

- Rebuilt and managed global eCommerce sales, marketing, creative, merchandising, digital and customer service
- Launched new brand image, voice, message platform and customer loyalty program: *J.ING Insider* in four weeks
- Transformed underperforming eCommerce site into profitable channel growing more than 100 percent MoM
- Recruited/motivated team of 10: marketing, digital, creative, social, IT, development and customer support

[Perry Ellis International](#) (DTC eCommerce & omnichannel retailer), US\$875+ million designer, distributor and licensor of 25+ apparel, accessory and fragrance brands:

*Men's Brands: Farah, 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*

*Latin Brands: Cubavera, Havanera*

- Rebuilt and relaunched 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%
- Transformed customer service, order processing and packaging to improve customer engagement/satisfaction
- 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, selection and implementation of technologies, all social media channels, content marketing and digital media including: 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

[MDLIVE](#) (DTC & B2B eCommerce, subscription), Telehealth services provider with 10+ million members

- Launched enhanced mobile app (iOS and Android) and customer engagement website
- Brokered and managed strategic alliance with Walgreens to promote engagement and utilization

- Grew registrations 42%, utilization 64% YoY after launching new engagement marketing program
- Created weekly direct-to-consumer and B2B demand generation and 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, 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
- Launched new brand/go-to-market strategy in 30 days through social, digital, PR and demand generation
- Created demand generation programs to boost customer acquisition, conversion and engagement; increased January sales orders 33% and new account registrations 53% YoY in historically the slowest month

**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 new value proposition (Connect, Engage and Deliver) with go-to-market strategy and the Market Discovery consulting program to help clients uncover additional value and opportunities to grow revenues and global reach
- Expanded agency offerings to include SEO, social media, digital, closed-loop demand generation and ROI tracking
- 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

**Macy's** (NYSE: M), Sales and Marketing Program Associate

- Launched back-to-school partnerships with targeted prep-schools to boost sales and store foot traffic
- Ranked fifth highest producing sales representative in north-eastern region based on hourly 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