

Fort Lauderdale, FL 33315 • 954.661.5789

ERIC ARCHULETA

ejarchuleta@comcast.net • linkedin.com/in/ericarchuleta/

Executive growth-oriented leader with digital/Ai transformation, business development and management consulting expertise. Served as a leader in global organizations: **Adobe, Microsoft, Deloitte Digital, and Dell**

- Successful leader growing companies and clients via Innovation, Transformation and Growth
- Known for driving exponential sales and growth of Enterprises
- Established and managed global partnerships, projects and teams
- CxO experience in development of new business and Enterprise sales
- Business Start-up and Growth expertise – Founded and Sold 3 companies

MAJOR CLIENTS: Dell • Microsoft • PayPal • Sony • Barclays • Deloitte • Adobe • Amazon • NFL

INDUSTRY EXPERIENCE: Media & Entertainment • Retail • Technology • Travel & Hospitality • Fintech

KEY SKILLS

Develops and drives business, sales, and transformation strategy to create new value • Successfully builds teams, relationships and partnerships • Establishes trust and drives business development with C-level executives • Outstanding leadership and communication skills • Establishes eminence in the marketplace and strives to stay on the leading edge of emerging technologies

EXPERIENCE

Arch Media

2024-2025

Owner

Providing marketing, transformation and growth services in a variety of ways. Serving as a fractional Executive Director and Chief Growth Officer for an innovative startup, Senior Consultant and Futurist for FPOV.com and lead Marketing Leadership instructor for Brainstation

- \$1.5M in ARR created in less than 2 Quarters via launch of Navigator On-Demand platform for Focus GTS
- \$20M in Pipeline and Series A financing targeting in next 12 months
- 60+ Students Instructed and graduated through the Brainstation Digital Marketing and Leadership course in 2024
- *Co-Leading FPOV Digital Maturity and Ai Strategy Frameworks and Methodologies*

ADOBE

2023-2024

Global Head of Digital Performance Services - Adobe Value Realization

Directed the Value Realization consulting team for Adobe DX Platform. Providing *sales, marketing, and business strategy* across industries to create future-state value scenarios within *Strategic Accounts and Fortune 500 clients*. In the Age of Ai, our team led clients on their *CX and DX journey* to accelerate growth and value of their technology investment. Driving personalization at scale with parallel thinking around CX/Content Supply Chain and Org Model/Org Design and Change Management - Creating the Customer Experience of tomorrow on the Adobe platform

- Clients included (BoFA, PayPal, Sony, Barclays, T-Mobile etc.)
- \$60M+ Mega and Strategic deals such as Sony, Amex and other deals shaped by the VR team
- Advising on Generative Ai uses, cloud platform, and consulting best practices, and partnerships
- *\$140M* in incremental ACS revenue Influenced and Closed 16 new accounts in 2023

MICROSOFT

2020-2023

Senior Principal – Digital Transformation and Innovation

Served as a Senior Leader in the Customer Transformation and Innovation group. Work with CxOs to envision and enable “Future Proof” strategies, including motions to modernize, innovate, and transform the enterprise in the age of cloud and digital disruption

- Clients included cross-industry enterprises (M&E, Tech, Telcom, T&H, Pro Services, Retail, Sports, Startups at Microsoft, etc.
- Created and Drove CX/Marcom, business development strategy and best practices for our Digital Transformation practice
- *(\$100M min Deal Size)* Oversaw business development marketing and GTM for regional practice and advised national teams for strategic accounts
- *Developed CX and Digital/Ai Transformation vertical consulting methodologies and frameworks for the Practice*
- *\$500M of Influenced and closed 6 Mega deals in my tenure*

DELOITTE DIGITAL

2016–2019

Senior Manager – Digital Transformation

Served as a leader in the Business Futures and Digital Transformation Group at Deloitte Digital - Including harnessing the power of recent acquisitions including HEAT, Market Gravity (Digital & Marketing), Doblin (Innovation) and Deloitte Digitals’ core technology capabilities to deliver full spectrum digital transformation strategy and Innovation services. As a lead on the CEO Transformation team, work included selling, designing, executing, and monetizing top-down DX, CX & Strategic Envisionment. Also, advised on Global GTM, marketing, partnerships, alliances, and overall practice development - Focus was on retail and media and entertainment clients (supported all verticals)

- Clients included Walmart, Lululemon, Disney, NFL, Guitar Center, World Economic Forum, etc.
- Managed MIT IDE Partnership for Deloitte Digital and IDC/Analysts
- 50 developed, sold, and executed digital transformation deals and applied design/innovation engagements
- *Designed and delivered client and internal digital ambition and vision workshops*
- Supported Deloitte GTM for Catalyst/Venture arm, HUX (Human Experience Marketing Platform) and Digital Reality teams as a *subject matter advisor*

DELL

2015–2016

Digital Transformation Principal

Drove and delivered digital transformation strategy and innovation to *Fortune 100 clients across the globe* for the Global Business Services Group (\$16B services division of Dell). Engaged with client CXO’s to envision, design, execute and sustain transformative and innovative digital experiences with emerging technologies (social media, AR/VR, digital marketing, media, mobility, cloud, big data/analytics, IoT, etc.), services (digital transformation strategy, governance, org change,) and business processes. The outcome was a “Future Ready” enterprise ready to increase revenue generation, decrease operational cost and improved *digital experience*. As part of this horizontal practice, work included all verticals, to share best practices, practice development, drive innovation, run workshops, and deliver for our clients. Provided thought leadership, built relationships, and evangelized the Digital Transformation practice to internal stakeholders and clients.

- *Achieved 120%+ of Sales and Utilization plan for FY 2015 and drove \$60 mil+ in downstream revenue*
- Clients included Dell, Formula 1 Racing, AutoNation, and Microsoft
- *Created partnerships with MIT, Adobe, Salesforce, and industry analysts*
- *Executed services marketing, partnership, and global go-to-market plan for Digital across Dell FY16*
- Designed and executed client workshops in the Digital Experience Center

ZENSAR

2014–2015

Vice President Digital Transformation Practice Lead / Principal

Served as the US leader of the Horizontal Digital Transformation Strategic Business unit for this global technology and consulting firm (\$3B division of RPG Group). Provided CXO/corporate development in marketing and emerging tech (social, AR/VR, mobile, big data, cloud and sub-practices of Innovation, eCommerce, Digital Asset Management DX, UX, and IoT). Worked with global sales, marketing, and delivery and practice leads to develop capabilities, solutions and evangelize digital benefits. Led all interactions with Fortune 100 and 500 clients to build relationships and drive revenue. Developed relationships with CXO leaders to transform and future proof their businesses

- New Clients included Cisco, TE Connectivity, Assurant, Shutterfly, Guitar Center, and Danaher
- Managed partnerships with Boston Consulting Group and MIT Center for Digital Business
- Achieved 105% of US GTM goal via effective marketing and sales campaigns (\$16M for FY15 and drove \$50M acquisition of Professional Access and Apax Investment)

iGATE (now Cap Gemini), New York / Remote

2012–2014

Global Director, Digital Practice

Served as a leader of martech, ecommerce, and digital transformation within multiple divisions of this global technology and consulting firm. Worked with enterprise CXOs to establish future state and innovation of digital marketing/media and strategy to increase revenue, improve CX, and reduce cost. Oversaw cross-functional teams of consultants to execute strategy, workshops, and implementation of eCommerce, mobile and 360-degree complimentary technologies (Adobe AEM, SAP, Salesforce). Provided client advisory on best practices for global and enterprise level web, mobile and social "North Star" strategies. Managed solution development and thought leadership for corporate e-practice.

- Clients included McDonalds, Coca-Cola, RBC, Tyco, EMC, Bose, Thermo Fisher Scientific, NBC Universal, DreamWorks, GE
- Selected as "Top Leader" for the iCODL (iGATE Center for Organization Development and Leadership Q2 2013)
- Achieved 110% sales goal (\$15M)
- Presented "Innovation DNA" to Global McDonalds CIO Forum in St. Julian Malta 2013

SUCCESSORIES.COM, LLC

2009–2011

CMO (Chief Marketing Officer)

Served as the senior executive in charge of all marketing, product and business development and marketing technology for the omni-channel retail leader in the recognition and motivational products industry. Built the marketing team, defined governance, and digitally transformed the brand. Executed and developed all corporate and marketing related to the interactive, eCommerce and direct marketing activities. Drove omni-channel revenue, customer acquisition and retention through both B2B, B2C, and B2E and wholesale channels.

- Increased sales by 148% while decreasing marketing spend by 81% in 2010
- Acquired and merged Successories.com, LLC into Awards.com, and Trophy.com brand and infrastructure
- Designed and produced go-to-market for new personalized product engine "Design Your Own" platform and on-demand printing to the B2B and B2C marketplace – revitalizing the brand/product offering
- Also served as the CXO advisor for venture capital subsidiary on portfolio investments Poster.com, Awards.com, Sheets Brand (Energy Strips) and Trophy.com

ADDITIONAL EXPERIENCE

Vice President, Product Development • COME AND STAY, INC. (Nextedia), Fort Lauderdale, FL

Director, Customer Acquisition, and Interactive Marketing • KAPLAN HIGHER EDUCATION (NYSE: WPO), Fort Lauderdale, FL

Vice President eCommerce/Marketing • MEDIAWHIZ HOLDINGS, LLC, Fort Lauderdale, FL

Director CRM/Marketing • ODIMO, INC. (aka Diamond.com, Ashford.com & WorldofWatches.com), Sunrise, FL
 Senior Marketing Manager • PRISM MANAGEMENT, INC. (subsidiary of the Seta Corporation), Boca Raton, FL
 eCommerce/Finance Director • MARS MUSIC, INC., Fort Lauderdale, FL
 Analyst • COCA-COLA ENTERPRISES, INC., Atlanta, GA

EDUCATION

Master of Business Administration (MBA), Management / Marketing • Georgia State University – Atlanta, GA
Bachelor of Science (BS), Finance • University of Colorado – Denver, CO
Executive Course, Digital Transformation • MIT (Massachusetts Institute of Technology) – Cambridge, MA, 2019
Executive Course, IoT/Digital Transformation • MIT (Massachusetts Institute of Technology) – Cambridge, MA, 2018
Executive Course, Platform Revolution • MIT (Massachusetts Institute of Technology) – Cambridge, MA, 2017
Doblin Design Thinking/Innovation • Deloitte University – Chicago, IL, 2018

SPEAKING ENGAGEMENTS

- June, July, August 2024 Brainstation – How to grow your Marketing Career Seminar Speaker
- September 2023 Korn Ferry Generative Ai Roundtable MC, Virtual
- December 2017 MIT IDE A-Lab “Using Ai to Audit Algorithms” – Cambridge, MA
- December 2015 MIT IDE A-Lab “Solving the Hospital Re-Admissions issue with Big Data” – Cambridge, MA - # 1 2015 Winning Project
- November 2014 Moderator at CIO Roundtable "Analytics to Drive Business" - Milwaukee, WI
- August 2014 Speaker at CIO Forum "Using Social Media for Transformation" - Phoenix, Arizona
- May 2013 Speaker at Technology. Delivered "Innovation DNA" for McDonalds Corporate CIO Summit -Valletta, Malta

OTHER

- **Wharton - Certificate in Ai for Business 2024**
- **McKinsey Management Academy 2024**
- MIT IDE Member since 2012, Judge for the MIT IIC 2016, 2017, 2018, 2019
- Aspiring author in Digital and Consulting
- **AZ900 Certified/Prosci Certified**
- ESG Cloud Microsoft Certified
- **Awarded “Flying in Formation” global team sales award at Microsoft April 2021**
- Adjunct Professor - eCommerce/Digital Marketing
- Accomplished music composer with over 200 songs
- Entrepreneur and Investor – founded and sold 3 companies
- Published Musician and avid guitarist