

Ecommerce executive with 12 years of experience building a \$1.8B website (IR #16), maximizing revenue through increased conversion, improved merchandising and by delivering a world-class customer experience.

- **Strategy:** believe in building the whole business, as well as the online channel
- **Leadership:** managed online marketing, analytics, design, site merchandising, taxonomy and content management teams, and work cross-functionally with many divisions
- **ROI:** drive top-line revenue with a bottom line focus
- **P&L:** managed US and Canadian marketing P&L; strong focus on SG&A
- **Analytics:** organic and site search, traffic, website behavior, emails, print campaigns, customer segmentation and targeting
- **Mobile:** manage all mobile web and apps for Costco worldwide.
- **Digital:** Interactive marketing: SEO, SEM, CPM, CPA, PPC, digital signage, etc.
- **Print:** direct marketing: catalog, postcards, inserts, slim-jims, buck-slips, etc.
- **Marketing:** emails, SMS, RFM, LTV, social, contests, in-store video, LBM
- **Merchandising:** focus on up-sell, cross-sell, increasing attach rates, AOV
- **UX / UI:** Manage customer experience, design & brand, conversion paths, abandons

Costco Online Roles

Ecommerce: Director | site design

2007 – Present

- Role created by head of division - initially direct report
- Mobile, Multi-channel, Site Merchandising, Conversion, Analytics, SEO, Taxonomy, UX/UI, Video and Kiosks
- Identify emerging technology, consumer interests or industry trends and develop strategies to drive our business
- Envision or evangelize new initiatives, then procure solution and manage its development and execution
- Engage other divisions cross-functionally to ensure company fully leveraging the online channel
- IT program management and provider procurement

Ecommerce: Director | online marketing

2001 – 2007

- Generated \$20M+ in advertising revenue; +20% YOY
- Advertising and Marketing P&L for US & Canadian websites
- Marketing, Design, Copywriting, Site Merchandising, Content Management, Site Analytics departments
- Contests, CPA, PPC, CPM, CPC, SEO and SEM
- Procure agencies and solution providers
- Oversee all digital, print, email, catalog, direct to consumer and B2B marketing for online
- Develop and utilize online analytics for campaign targeting, consumer segmentation and ROI calculation
- Localize Canadian marketing, design and content including translation and legal processing

Ecommerce: Manager | content & site management

1999 – 2001

- 12th hire on the team – personally approached by EVP
- Launched US ecommerce site: Fortune 25 retailer “startup”
- Team designed online customer experience
- Helped develop merchandising strategy for online goods
- Managed the tripling of merchandising categories and SKU count within 1.5 years for launching the website
- Started house list for email campaigns
- Partnered with IT on design and development of site tools

Other Experience | proficiencies

- Worked with counsel to develop Terms & Conditions and modify company Privacy Statement for online business
- Maintain Federal, State and Provincial compliance (US and Canada) for email, privacy, CAN-SPAM, ADA compliance, contests, alcohol advertising restrictions and partner with appropriate teams for HIPAA and PCI compliance

Other Knowledge | solutions

- Bulk email solutions (ESPs): WhatCounts, Double-Click
- Email deliverability: Return Path, Pivotal Veracity
- Site analytics and search: Coremetrics and Endeca
- WebSphere, Microsoft Commerce Server, SharePoint, Visio
- Adobe Photoshop, Dreamweaver, Acrobat, Illustrator
- Web compliance: IBM Watchfire

Education

- University of Alaska, Anchorage – Anchorage, AK
- Elected and served in student government.
- 1986 – 1990