

RENCE WINETROUT

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Chief Marketing Officer | Chief Digital Officer | General Manager | Managing Director

Executive Summary

Accomplished Executive with over 20 years of success helping companies grow, compete and win through effective digital innovation, strategy and execution.

Deep experience with B2C, B2B and B2X strategic planning, go-to-market sales and marketing execution, operational excellence, visionary leadership, solution design and product development.

Success achieving year-over-year revenue and profit growth within startup, turnaround, growth, and fortune 500 companies, including Apple, adidas Group, Altec Lansing, Checkpoint Software and Borland International.

Leadership roles at fortune 500 companies and startups, on both the Client-side and Agency-side, leading large teams and building teams from the ground up.

Results oriented leader with a strong financial acumen and a strong track record of performing well in high-paced organizations, including 15+ years of experience with P&L management.

Expert at driving innovation through organizations, building collaborative relationships with key stakeholders and board members, and capable of resolving multiple and complex issues in sales, marketing, IT, operations, customer service, human resources, legal, and finance.

Global experience in the US, Latin America, Europe and Asia Pacific.

Interesting Things

Lived in Chile for 3 years. Fluent in Spanish. Studied at the University of Vienna, Austria for 1 year. Semi-fluent in German. Lived and worked in Prague, Czech Republic. Avid trail runner. Played competitive volleyball and fencing in college. Enjoy hiking in Patagonia, as often as possible.

Areas of Expertise

Domestic & Global Operations • P&L Management • Sales & Budget Forecasting • Risk Management • Global and Regional Market Positioning for B2C and B2B • Global Strategic Partnerships Development • Branding & Storytelling • Public & Media Relations • Integrated Global Marketing • B2B Marketing • Channel Conflict Resolution • Omni-Channel Retailing • Corporate Communications • Targeted Marketing & Personalization for B2C and B2B • Retention & Loyalty Marketing for B2C and B2B • Creative, UX & Content Strategy • Search, Display & Programmatic (RTB) Marketing • Big Data Analytics • Statistical Regression Analysis • Machine Learning & Predictive Analytics • MarTech and AdTech Expert • Mobile Technologies Expert

Professional Experience

AAXIS

Chief Marketing Officer & GM Global Digital Practice | 2012 - Present

Company Description

AAXIS is a world-class Digital Transformation Consultancy, with over 500 digital professionals situated across 5 continents, focused on helping B2C and B2B clients maximize online growth through data-driven insights, digital technologies and a relentless focus on creating highly engaging customer experiences that elevate brands and drive customer loyalty.

Responsibilities

As the global GM of AAXIS' digital practice, I oversee P&L management, business development, and delivery of a wide range of digital services for both B2C and B2B organizations. As AAXIS' CMO, I also lead AAXIS' go-to-market sales and marketing strategy and execution, global strategic partnership development, domestic & global digital operations, and media relations.

For AAXIS' clients I work with C-level executives and digital stakeholders to successfully leverage market and customer insights and digital technologies, to drive innovation and transform product and services offerings that improve customer

engagement and ultimately increase revenues, customer lifetime value, and market share, while elevating the brand. AAXIS' clients include B2C companies such as Nike, JCrew, KEEN, Walmart, Time Warner Cable and B2B companies such as Toshiba, Ferguson Enterprises, Freeman, Beacon Roofing, Donaldson, Affymetrix, National Pen and many others. See AAXIS' Clients.

Achievements

In addition to helping my clients consistently grow YOY revenues above 30%, increase customer lifetime value above 50%, and decrease operational costs by over 50%, my team's and I have helped double new-business revenue in the first year, for AAXIS, by revamping our sales strategy, completely transforming the company's branding, value-prop messaging, and customer-engagement approach, expanding our customer base into Latin America and Asia, as well as introducing new revenue generating commerce-related services.

Altec Lansing

Senior Vice President, Global Marketing & e-Commerce | 2011 - 2012

Company Description

For over 75 years, Altec Lansing has been an industry leader globally in consumer electronics and professional audio.

Responsibilities

Led vision, strategy, and execution of global Marketing, e-Commerce, and Customer Service, with full P&L responsibility and complete oversight of e-commerce, branding, messaging, advertising, creative, photography, video, social media, POS displays, packaging, and consumer-facing customer service.

Achievements

In first six months, increased profitability of B2C division by 50%, top-line revenues by 150%, site traffic by +40%, AOS by +25%, conversion rates by +30%, and repeat visitors by +20%. Renegotiated dozens of 3rd party contracts, optimizing outsourced services to fit company's needs. Revamped all customer service systems, redefined key processes, and raised customer satisfaction rates from <50% to >90%.

adidas | TaylorMade - adidas Golf Division

Head of Global e-Commerce & e-Marketing | 2008 - 2011

Company Description

TaylorMade - Adidas Golf is the largest golf equipment and apparel company in the world and a division of the adidas Group.

Achievements

Increased top-line B2C and B2B e-Commerce sales 130% YOY, average order values +50%, conversion rates +70%, and customer acquisition totals by 150%. Led strategic vision and complete redesign of three independent global brand websites for TaylorMade, adidas Golf, and Ashworth Golf. Full P&L responsibility and complete oversight of e-Commerce and brand sites, catalogs, online advertising, SEM, SEO, merchandising, site look & feel, inventory planning, online customer service, online customer acquisition, e-CRM, global e-Commerce roadmap, channel conflict strategy, global interactive operations, technology platform requirements, digital agency relationships, and 3rd party service providers. Introduced Customer Lifecycle Management models to improve retention, repeat purchases, referrals, and overall lifetime value of customers, helping to increase revenues in direct channels and at retail.

Gizmo5 Technologies Inc. (Acquired by Google Inc.)

Head of Global e-Commerce & e-Marketing | 2006 - 2008

Company Description

Gizmo5 Inc., now a division of Google, remained one of the top "internet phone service" providers in the world.

Achievements

Boosted ecommerce sales +20% each month, increased net margins by +40%, and grew "active" online users by 100% in first 3 months, through viral marketing efforts, direct marketing campaigns, SEO, SEM, price optimization, and e-commerce UX enhancements. Led global E-Commerce, Marketing, and Customer Service teams.

Betabrand.com

Co-Founder & Vice President, e-Commerce & e-Marketing | 2004 - 2006

Company Description

Betabrand is an online clothing community, based in San Francisco.

Achievements

Led vision, strategy, and execution of e-Commerce, direct marketing, social media, CRM, consumer insights, and all supply chain operations. Increased site traffic +250%, conversion rates +75%, and AOS +100% YOY.

Zone Labs, Inc. (Acquired by Check Point Software)

Director, e-Commerce & Strategic Systems | 2000 - 2004

Company Description

Zone Labs Inc., now a division of Check Point Software, is the world's leader in "internet security" products.

Achievements

Grew online sales to ~\$100mm per year, through targeted-marketing efforts, behavioral merchandising, site UX optimization, and customized promotions, while growing customer database to ~30mm registered users, in under four years. Led multi-million dollar e-Commerce initiative, site look & feel, SEO, SEM, site functionality & optimization, customer acquisition, analytics, consumer segmentation, e-Service integrations, and much more.

Predictive Systems, Inc. (Acquired by SAIC)

Product Manager / Sr. Web Software Developer | 1998 - 2000

Company Description

Consulting firm specializing in software development, information security, and network design services for major wallstreet banks and major telcos. Acquired by SAIC in 2003.

Achievements

Led the front-end design and development of multi-million dollar, global transactional platforms and systems.

Apple, Inc.

Sr. Web Software Developer | 1997 - 1998

Achievements

As a software developer, worked closely with Marketing teams to design innovative, interactive experiences, as well as designed & built web-based content management system used by apple.com content creators, to author and publish content changes in near real-time, allowing for fresher content and a new iterative process to constantly improve the user experience for apple.com.

Borland International

Web Software Developer | 1995 - 1997

Company Description

Creators of enterprise-class, software development tools, products, and services.

Achievements

Led creation of Borland's first .com site: 5,000+ pages managed with custom built tools. Speaker at Borland Developer's Conference on web development "best practices".

Education

UCLA Anderson School of Management

UCLA Executive Business Program

University of Vienna, Austria

International Business Administration

University California, Santa Cruz

BA, Cognitive Psychology - (Computer Science & AI)

BA, Analytical Philosophy - (Logic & Epistemology)