

## experience

Nearly 20 years leading e-Commerce, e-Marketing, and e-Business initiatives for premium, global consumer brands selling luxury goods, apparel, footwear, accessories, sporting goods, consumer electronics, and digital goods.

Fortune 500 leadership experience at [Apple Inc.](#), [adidas Group](#), [TaylorMade Golf](#), [adidas Golf](#), [Checkpoint Software](#), and [Borland International](#).

Dynamic executive with a passion for outstanding results, sustainable growth, profitability and team building.

## specialties


Omni-channel and Multi-channel e-Commerce, Global Marketing, Corporate Branding, Digital Strategy, Campaign Strategy, Creative Development, Direct Marketing, In-store Marketing, POS Displays, Catalog Sales, Online/Offline Advertising, Social Media, SEO, SEM, PR, Affiliate Programs, Channel Conflict Resolution, website UX Design, Behavioral Merchandising, Shopper Behavior and Segmentation Analysis, e-Commerce Content and Video Strategy, Automated Targeted-Marketing, Loyalty Programs, Consumer Insights, Business Intelligence and Analytics, End-to-end Customer Experience Management (CXM), CRM, Call Center Strategy, e-Business Strategy, e-Business Operations, Business Modeling, Budgeting, Sales Forecasting, Pro Forma Planning, Inventory Planning and Management, Contract Negotiations, Leadership and Team Building, Change Management, P&L Responsibility, Corporate Communications


## recent highlights

Leading vision, strategy, and execution of [Altec Lansing's](#) global Marketing and B2C efforts, with full P&L responsibility and complete oversight of all branding, messaging, e-Commerce, POS displays, packaging, advertising, creative, video, social media, and consumer-facing customer service. 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.

Led and created multi-million dollar B2C and B2B, multi-channel, e-Commerce and e-Marketing division for the [adidas Group](#) ([TaylorMade Golf](#) - [adidas Golf](#) - [Ashworth Golf](#)). Complete ownership of all online web properties and full P&L responsibility. Increased top-line growth of online sales +30% YOY, site traffic +100%, average order sizes +50%, conversion rates +70%, and drove significant, incremental sales at retail.

Led multi-million dollar e-Commerce initiative, for [Zone Labs](#) (acquired by [Check Point Software](#)), including site look & feel, SEO, SEM, platform functionality, site optimization, analytics, consumer insights, customer service integrations, and much more. [Zone Labs](#)' online business scaled from 0 to 30mm customers and \$0 to ~\$100mm per year in online revenues over 4 years.

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### An e-Business Guy

Since my start with the "internet" in 1993, I've held leadership roles at fortune 500 companies and start-ups in multi-channel e-Commerce, e-Marketing, branding, e-product management, e-service management, and web software development. To sum it up, my passion is finding market opportunities, identifying customer needs, developing profitable strategies, and leveraging technology and talented teams to produce outstanding products and services. I am an "e-Business Guy", through and through.

### Interesting Things

[Lived in Chile for 3 years](#) (2004-2007); fluent in Spanish. Studied at the [University of Vienna](#), Austria for 1 year; semi-fluent in German. Lived in [Prague](#), [Czech Republic](#) for 6 months. Former marathon and triathlon competitor. Fenced competitively in college. [Enjoy hiking in Patagonia](#).

## **Altec Lansing**

**Vice President, Global Marketing & e-Commerce | 2011 - Present**

### *Company Description*

For over 75 years, Altec Lansing has been an industry leader, creating award winning, state-of-the-art, speaker systems for consumer and professional use, found in such places as Abbey Road Studios, Woodstock, New York's Lincoln Philharmonic Center, and The Sydney Opera House, to name a few.

### *Responsibilities*

Lead 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.

### *Accomplishments*

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.

### *Accomplishments*

Led vision, strategy, and creation of multi-million dollar, multi-channel e-Commerce and e-Marketing division for TaylorMade - adidas Golf - 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.

Increased top-line e-Commerce sales 30% YOY, average order values +50%, conversion rates +70%, and customer acquisition totals by 150%.

Led strategic vision and complete redesign of global "brand" websites for TaylorMade, adidas Golf, and Ashworth Golf.

Drove all technical capabilities to support a multi-channel, global e-Commerce platform across Hybris, Alfresco CMS, WordPress CMS, Interwoven PID, PowerReviews, SalesForce.com e-Service, etc.

Introduced Customer Lifecycle Management models to improve retention, repeat purchases, referrals, and overall lifetime value of customers.

## **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 3 VoIP providers in the world.

### *Accomplishments*

Led global e-Commerce, e-Marketing, and e-Service teams. 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.

## **Cordarounds.com (Now Betabrand.com)**

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

### *Company Description*

Cutting-edge, fashion e-tailer featured in the NY Times, New Yorker, Newsweek, NPR, Dwell, WSJ, and 100's of fashion publications.

### *Accomplishments*

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 and the creators of ZoneAlarm.

#### *Accomplishments*

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. Grew online sales to ~\$100 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.

### **Predictive Systems, Inc. (Acquired by SAIC)**

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

#### *Company Description*

Consulting firm specializing in software development, information security, and network design services for megawallstreet banks and major telcos. Acquired by International Network Services (INS) in 2003.

#### *Accomplishments*

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

### **Apple, Inc.**

**Sr. Web Software Developer | 1997 - 1998**

#### *Accomplishments*

Designed & built web-based content management system used by apple.com content creators, including database schemas, administrative functions, etc., while managing daily publication efforts for [www.apple.com](http://www.apple.com).

### **Borland International**

**Web Software Developer | 1995 - 1997**

#### *Company Description*

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

#### *Accomplishments*

Coded Borland's first corporate website: 5,000+ pages managed with custom built tools. Designed look & feel, developed custom community forum site, with real-time chat features. Speaker at Borland Developer's Conference - "Web Site Development - Best Practices".

## **education**

### **University California, Santa Cruz**

BS, Cognitive Science - Artificial Intelligence - Neuroscience

BA, Analytical Philosophy

#### *Accomplishments*

Taught university masters course in web programming for UCSC computer science department while still an undergraduate student.

Co-managed 10 on-campus computer labs with 1000's of PCs, Macs, and Unix stations, during undergraduate studies.

### **University of Vienna, Austria**

International Business