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Digital Experience | Digital Strategy | Digital Products | Mobile Apps | UX Design Leader | eCommerce

I'm a digital experience architect with over 20 years of leadership developing and managing digital strategy, digital products, UX design, mobile apps, and eCommerce, executing and continuously optimizing customer experiences. I have an extensive level of experience in establishing and managing collaboration across the entire customer journey. Successful execution is achieved when the product design, brand, and marketing, is aligned with the key business objectives and balanced with a user-centric experience that frictionlessly meets the customer's goals. I focus on the clarity of the product vision to manage the customer journey across the primary organizational roles; brand, marketing, finance, engineering, sales, and operations.

Experience

Rad Power Bikes | Senior Manager, Digital Product Management

2021 - Present

Rad Power Bikes is the largest electric bike brand in North America. Rad Power Bikes designs, and manufactures electric bikes for everything and everyone. The Rad brand is building a world where transportation is energy-efficient, enjoyable, and accessible to all. I am leading our Digital Product Management team to plan, design, develop, and manage our digital customer experience journey. My team's focus is on the primary OKRs of our digital experience; driving revenue, increasing conversions, reducing customer churn, increase CSAT, create customer advocates, grow lifetime value, and lowering operational cost. I'm establishing user-centered design processes through UX research, UX digital product design, and customer-insight-driven digital experience intelligence to guide our strategic roadmap. My leadership focus and success are being achieved with an emphasis on the target business outcomes for our digital experience objectives, organizational structure, and processes.

The VOID | Head of Digital

2019 - 2020

The VOID is the most immersive virtual reality experience ever. The VOID allows you to travel into your favorite film, be your favorite character, and experience the impossible. The VOID is the market leader in location-based virtual reality entertainment. As Head of Digital, I developed the strategic vision, execution, and optimization of our digital customer journey. This involved the relaunch of our digital brand experience and the UX/UI design, design system, development, and release of an enhanced eCommerce customer experience to support our latest location-based virtual reality products during 2019. Disney, Marvel Studios, ILMxLab Avengers: Damage Control and Sony Pictures Jumanji: Reverse the Curse.

My focus is on Key Performance Indicators and business objectives driving the digital experience roadmap. Our primary KPIs include; Increase Brand Awareness, Increase Bookings, eCommerce Booking Conversion, Average Booking Order Value, Repeat Bookings, and Customer Referrals. The application of CX analytics; NPS, CSAT, sentiment analysis and UX analytics; customer effort score, heatmaps, session recordings, and event-based cohorts. The experience analytics and business intelligence tools provide quantitative and qualitative data analysis of customer behavior. Combined with an emphasis on user research, UX testing led to the development of highly effective behavioral personas resulting in a high return on digital initiative investments. At the early stages of the customer journey, we have experienced significant increases in digital brand awareness from the combination of organic and paid search, social media, and email marketing. Resulting in increased eCommerce bookings and average booking order values. Investment in geo-targeted paid search through Google Ads has delivered 20 - 30X return on investment.

During 2020 the focus is on developing a digital product roadmap of enhancements to optimize the customer experience journey continuously improving our Key Performance Indicators. The foundation of the roadmap strategy is the development of a digital marketing and digital product ecosystem. This involves the research, evaluation, and integration of digital platforms with The VOID's VR experience platform and information systems. The central component is a Customer Data Platform (CDP) to unify the data for all our customer touch-points across all platforms and channels. The CDP allows us to further understand the customer journey, develop behavioral personas that provide personalization across brand awareness, purchase consideration, post-purchase, location experience, post-experience, and loyalty. The data-driven and user-centric process create clarity and alignment with our key business objectives. Emphasis is on continuously optimizing, reducing friction points in the customer journey is resulting in maximizing profitability through retention and increased customer lifetime value.

Credit One Bank | Vice President, Digital Customer Experience

2017 - 2019

Credit One Bank is the fastest-growing credit card issuer in the United States. I Established a new role in 2017 leading the vision, design, and execution for all aspects of how customers engage with Credit One Bank across the digital customer journey. I led cross-functional business processes to develop an innovative and adaptable mobile digital experience strategy roadmap. The challenge was to create a mobile experience to help customers manage, and control their finances, driving long-term retention and loyalty for the company and brand. Within the first year, the mobile banking app went from zero to over 4 million active monthly users. The mobile app provided a new level of convenience and security for customers to log in multiple times per month through touch or facial recognition to check balances, review credit scores, make payments, upgrade credit cards or add a new credit account. The Credit One Bank mobile iOS and Android application received a 4.7-star rating on the App Store and Google Play and a top 3 mobile banking application rating from JD Powers. The frequency of digital customer engagement allowed for more opportunities to provide customers with contextual banking product offers.



Today's banking customers are empowered by disruptive emerging technologies, submerging their experiences in a world of digital connectivity. The impact of digital transformation on the customer experience is the new reality across the entire customer lifecycle; brand awareness, consideration, conversion and transactions, customer service, loyalty, and advocacy. Clarity and the execution were achieved through a focus on managing the digital customer experience across the primary organizational roles; brand, marketing, sales, technology, and operations. To align Credit One Bank's financial products and services with what customers want, I built a user-centric design team. I led the CX/UX strategic direction, processes, and methodologies to achieve optimized digital banking customer experiences. The functions and methods involved UX architecture to define business and technical requirements that align with the business objectives and KPIs. User research and analysis to determine customer needs, motivations, and behavior. Analysis to confirm and validate critical assumptions to properly guide UX design, customer journeys, and define functional use cases. UX design was validated through iterative usability testing, phased releases, A/B testing, and data analytics to discover and continuously surface optimization opportunities.

Mission Data | Senior Vice President, Digital Strategy & Services

2008 - 2017
Mission Data, is a digital product strategy, design, and engineering company based in Louisville, KY. and Washington D.C.. I Led the transition to a digital strategy, customer experience, and emerging technology consulting services focus. We experienced double-digit revenue growth during the recessionary economic period of 2008 by partnering with hundreds of high growth digital startups and medium-size businesses in industries requiring digital strategy thought leadership in mobile apps, Web, eCommerce, and emerging digital experience delivery platforms. I led digital product strategy, experience design, and digital transformation initiatives for some of the largest brands in the U.S. across a diversity of markets; Kroger, National Geographic Society, NBC Universal Bravo TV Top Chef, Papa John's International, Penguin Random House, The Atlantic, Makers Mark, Sazerac, Chamberlin, and Advisory Board Company.

I executed a measurable return on investment for clients through digital business transformation initiatives focused on impacting business outcomes in the areas of new revenue, digital product development, workforce enablement, customer experience, eCommerce, loyalty, and operational process efficiencies. Client engagements involved the strategic application of emerging technologies; Internet of Things, machine learning, augmented reality, virtual reality, location beacons, and voice-based experiences. I also led digital product management, marketing, and iOS and Android design and development of the BravoTV Top Chef University mobile app. Also, digital product strategy and development in partnership with National Geographic Kids to produce the highly successful Weird But True and Just Joking iOS mobile apps.

ThoughtLava | Semanticor | Digital Whammy | Vice President, Digital Strategy & Marketing

2001 - 2008
ThoughtLava, a digital marketing strategy, customer experience design, and Web development consulting service I co-founded in 2004 and managed in Phoenix, AZ. ThoughtLava developed a base of over 50 clients in North America, Europe, Asia, and Australia providing digital marketing services across the entire customer journey in multiple industries; automotive, floral, publishing, hospitality, transportation, and storage.

Search engine marketing	Search engine optimization	Social media marketing
Content marketing	Email marketing	Lead and demand generation
Persona strategy and development	Conversion optimization	UX/UI design & testing
Web design, development, and management	Content management systems	Web and marketing analytics
Digital marketing strategy	eCommerce strategy, design, and development	Personalization strategy and development

The success of our clients was based on a close partnership working together to identify the key business drivers KPIs (activities that will increase revenue and or provide operational efficiencies) and demonstrate how digital experience strategies can achieve those business objectives. ThoughtLava evolved and grew into a virtual operation with geographically dispersed personnel. Through our rapid adoption of innovative business development methodologies and emerging digital technologies, we built strategic client relationships with public and private global companies as a unified organization. I led our company to the adoption of digital applications to operate our business; agile project management, communication, business, development, customer relationship management, accounting, etc..

Semanticor, a digital marketing and digital experience Software as a Services (SaaS) company I co-founded in 2006 providing digital personas, and personalization services and technology. Semanticor developed patent-pending digital marketing services and technology enabling Websites to recognize cohorts of specific marketing personas, customer journeys, and deliver a more meaningful customer experience and digital brand personalization. More than 20 companies licensed our Semanticor marketing services and technology from industries like automotive, floral, publishing, hospitality, transportation, and storage.

Digital Whammy, a digital marketing music startup I co-founded in 2001 during the audio music CD to the digital music revolution. Digital Whammy was based on three core strategic business values; new revenue from audio CD conversion services, the introduction of digital music services models on traditional businesses, and providing digital marketing services to engage consumers through brand-sponsored digital music communities.

Insight | Vice President, Digital Marketing & eCommerce

2001 - 2005

Insight Enterprises, Inc. (NSIT) is a Fortune 500 global technology company operating in 19 countries with approximately \$7 billion in annual revenue. A leading provider of business-to-business and information technology capabilities for enterprises. Insight focuses on four primary areas: supply chain optimization, cloud, and data center transformation, connected workforce, and digital innovation. My role as Vice President, Digital Marketing and eCommerce, was to set digital marketing, customer experience, and eCommerce strategy objectives and manage operational processes across the parent company and subsidiaries. I participated in mergers, acquisitions, and strategic digital customer experience leadership, and eCommerce management expertise in a matrix organization was critical in transitioning Insight's brand to a position of trusted advisor to its clients, helping them enhance their business performance through innovative technology solutions. I Led Insight's cross-functional enterprise eCommerce excellence team with a strategic focus on developing an optimal digital customer experience, resulting in the growth of eCommerce revenue to over \$3 billion per year.

Direct Alliance | TTEC | Vice President, Digital Customer Experience

2000 - 2001

Direct Alliance Corporation, acquired by TTEC is a business process outsourcing, customer experience optimization, and digital transformation company operating in 24 countries with over \$1.5 billion in annual revenue. I led the digital customer experience team offering outsourced digital marketing, and eCommerce services that enabled the Fortune 500 to efficiently serve small and medium-sized businesses. I was a member of the executive management team that set the strategic direction for the entire company. Led the marketing, digital customer experience design, and eCommerce teams in packaging a complex array of related, but separate services into a cohesive set of branded sales and marketing offerings that followed a more natural sales progression. This enabled the sales and business development process to more clearly communicate the offerings, resulting in significant new business partnerships with Xerox, HP, Sony, Okidata, and IBM.

General Electric | Director, Digital Customer Experience

2000

In 2019, GE ranked among the Fortune 500 as the 21st-largest firm in the United States by gross revenue with annual revenue over \$90 billion. Operations include multiple business segments: aviation, healthcare, power, renewable energy, digital industry, additive manufacturing, and venture capital, and finance. My role as Director, Digital Customer Experience in the venture capital and finance business unit was to provide strategic leadership in digital customer experience design methodologies and alignment of eCommerce and financial services applications to the key performance indicators of multiple market segments for reinsurance investments. This included eCommerce for commercial insurance in the healthcare and legal industries.

I developed globally applicable business-to-business personalization strategies focused on acquisition, retention, and loyalty customer journeys. Synchronized disparate digital marketing strategies into a cohesive plan for search optimization and search marketing to achieve digital customer acquisition objectives. Resulting in operational cost-saving efficiencies and improved ROI in excess of \$3 million. Established digital analytics processes utilizing A/B, multivariate testing, and data mining of Web browsing and purchase patterns to develop digital marketing personas, customer journey maps, and market segmentation profiles. Leveraged this knowledge to deliver highly relevant targeted content in a persuasive and compelling digital customer experience. The personalization strategy and market segmentation schemes increased our ability to meet marketing, acquisition, and customer retention objectives.

Sprint | T-Mobile | Senior Manager, Digital Marketing & eCommerce

1998 - 2000

Sprint Corporation is a telecommunications company acquired by T-Mobile serving over 53 million customers offering wireless voice, messaging, and broadband services with over \$33 billion in annual revenue. During my role at Sprint as Senior Manager, Digital Marketing, and eCommerce I led the 'One Sprint' digital customer experience design strategy and integration initiative of all major business units into a single cohesive enterprise digital experience. I managed a cross-functional team of participants from each of Sprint's seven major business units. Our team transitioned seven separate Web experiences into a single unified digital customer experience. This provided Sprint customers a view of the full spectrum of services for their particular customer type, re-establishing an implicit message of "Clarity" consistent with the core Sprint brand message. We accomplished this objective without utilizing outside agencies (\$500,000 cost savings). We also led the migration of all Sprint Web experience to a single digital marketing and eCommerce platform. The consolidation of digital marketing and eCommerce budgets resulted in operational cost savings in excess of \$9 million.

Sprint | T-Mobile Manager, Product Marketing & Communication

1996 - 1998

My initial role at Sprint was in the wireless business unit, Sprint PCS. I developed and managed product concept engineering initiatives in marketing, user research, UX testing, and customer experience design processes. This involved the complex articulation and communication of emerging products and services in the consumer and business wireless telecommunications market, accurately defining the optimal customer experience into qualitative and quantitative research design simulations and digital applications.

I defined the strategy and managed the UX/UI design, information architecture, content development, and software engineering team for a retail digital sales and marketing kiosk, InfoCenter. The Sprint PCS InfoCenter provided potential wireless customers with qualifying market-specific purchase decision content in a variety of third party retail environments including Best Buy, Radio Shack, Circuit City, and Sprint stores. The digital kiosk application was designed to track usage patterns and trends, facilitating the initial data collection, analysis, and eCommerce strategy development of the Website.

I Led the user research and digital customer experience design of the initial Sprint PCS eCommerce Website. It's hard to imagine, but prior to my

work at Sprint PCS, you could not buy a mobile phone and service online until 1998. I developed a comprehensive digital sales, and marketing strategy focused on customer engagement, sales, and retention by providing digital customer service. The new Website resulted in operational cost savings to the Sprint call centers in excess of \$6 million.



Bandag | Bridgestone | Digital Sales Media Specialist

1988 - 1995

Bandag acquired by Bridgestone Corporation (BRDCY) is a multinational auto and truck parts manufacturer. As of 2017, the company is the largest manufacturer of tires in the world operating in 24 countries with over \$28 billion in annual revenue. Bandag provided commercial tire products and trucking fleet services through a dealer network of over 1,700 sales and service franchisees in over 100 countries. In my role as Digital Sales Media Specialist, I led digital innovation and development of their first digital sales and marketing applications. These digital sales and marketing apps converted research and development data on product performance into dynamic interactive models that visualized the benefits of Bandag's product and service suite to national fleet client prospects: FedEx, UPS, Walmart, etc..

I developed the company's initial digital marketing strategy, designed and developed its first Website in 1995. These early digital initiatives led interactive digital media into a new sales and marketing tool in the corporate communications group. I Produced a major interactive multimedia application that utilized digital video and touch screen kiosk technology in 1992. The kiosk business objective was to communicate Bandag's corporate quality initiatives at their annual global dealer trade show and business conference. The interactive kiosk received a Silver CINDY award at the 1993 INFOCOMM conference. In 1993 I developed Bandag Direct, a bulletin-board system for the access and distribution of technical, sales, and marketing information for franchises and the distributed sales workforce. I built a digital video and multimedia production facility and led a creative services design team to cost-effectively project manage and produce technical training, sales, and marketing communication initiatives. Resulting in annual cost savings of over \$1 million.



Education

Kansas City Art Institute, Kansas City, Missouri **BFA Design, Photography & Cinematography**