

# Rick Wingender, MBA, MS, PMP, CSPO

Digital Marketer, E-commerce Product Manager, Online Merchant, & Web Strategy Leader

## PROFESSIONAL EXPERIENCE

### SUMMARY

A data-driven and intuitive Director of Ecommerce & Digital Marketing with 12 years of website operations management and expert knowledge of retail marketing & ecommerce best practices. Passionate about merchandising, brand management, user experience & exceptional customer service strategies. Advanced analytical & problem-solving skills with proven ability to drive traffic, conversion, & revenue growth. Strong P&L & budget management expertise, with a proven track record of achieving financial goals. Highly experienced in vendor contract negotiations.

A strong understanding of digital product management, technical issues and technology tools. Demonstrated bias for action and ability to lead & collaborate with cross-functional teams of stakeholders, vendors, & IT staff on site improvement projects as agile scrum product owner. Industry experience includes B2C and B2B; in consumer electronics, jewelry, automotive, and industrial machinery.

### M.S. program at Indiana U. on full-time basis, completed 5/2017

#### Gardner Denver, Inc, E-commerce Product Owner, 2015 – 2016

- Developed 5-year ecommerce plan for \$2.8B global industrial machinery company. Chief evangelist for e-business adoption.
- Managed relationships with agencies, marketing & IT staff, & business units around the world. Manage technology budgets. Responsible for 72 websites, intranets & extranets. Managed three successful site redesigns in 2016.
- Led enhancements to existing systems, using Agile / Scrum. Led requirements gathering, UX/UI design, wrote user stories & UAC, maintained product roadmap, product backlog. Managed sprint releases (in JIRA) & QA/QC/UAT process; track & prioritize issues.

#### Custom Diesel, Inc., Director, Marketing & E-commerce, 2012 – 2015

- Responsible for the development and execution of comprehensive marketing & ecommerce strategic plan for automotive aftermarket parts startup in B2C & B2B markets. Oversaw the growth of ecommerce to 62% of total company sales.
- Built and mentored team of 12 direct reports, including merchandisers, digital marketers, and web designers / developers, teaching retail and ecommerce best practices.
- Established & executed digital marketing program, including email & social media marketing, social listening, paid search (PPC), SEO, analytics, online merchandising & promotions. Developed and managed marketing budget.
- Created new eBay / Amazon marketplaces retail sales channels & implemented Amazon FBA shipping operation.
- Led Magento website integration project to backend finance and shipping systems.

## EDUCATION & CERTIFICATIONS

### Master of Science in Marketing (MS)

Indiana University Kelley School of Business, 5/2017

### Master of Business Administration (MBA)

Virginia Commonwealth University  
Concentrations in Marketing & Finance  
5/2007

**Bachelor of Science, Political Science & Marketing**, University of Wisconsin – Oshkosh

### Google Analytics Certification

Google, 10/2015

### Google AdWords Certification

Google, 11/2016

### Inbound Marketing Certification

HubSpot Academy, 3/2017

### Email Marketing Certification

HubSpot Academy, 6/2013

### Certified Scrum Product Owner

(CSPO) Scrum Alliance.org, 5/2015

### Project Mgmt Professional (PMP)

PMI.org, 5/2011

### Project Management Certificate

University of Tennessee, 12/2010

### Human-Computer Interaction course (HCI), UC-San Diego

>150 Marketing & Ecommerce Courses  
Certificates of Completion from  
Lynda.com, Coursera.com &

## MORE PROFESSIONAL EXPERIENCE

### **Jewelry Television, E-commerce Sr. Product Manager, 2007 – 2012**

- Member of corporate strategy team. Conducted digital product ideation, ROI analysis, strategic planning and execution of web-based initiatives.
- Product Owner responsible for needs analysis, user stories, wireframes, prioritizing the product backlog, communications between stakeholders & agile scrum teams, and product demonstrations. Led multiple innovative projects, using Agile (Scrum) product & project management.
- Developed **The Vault**, an innovative, luxury jewelry retail website & omni-channel business. Oversaw all facets of this “vertical” business, including: digital product management, digital marketing (social media listening, email marketing, paid search / PPC), inventory & merchandising, brand & content strategy, team leadership, business analysis & financial reporting.
- Turned around JTV Auctions. Grew revenue from \$18M to \$30M, and margins from -15% to 22%.
- Created the new marketplaces sales channels (eBay, Amazon), resulting in significant new customer acquisitions, closing a previously identified gap in NCA by 28%.
- Created DiamondDesignGallery.com, an online custom bridal jewelry business. Promoted heavily through PPC, email, and social media marketing.
- Led development of the JTV channel on ROKU. Helped create the JTV mobile app.

### **Jewelry Television, Online Merchandising Manager, 6/2007 – 12/2007**

- Managed all merchandising functions on JTV.com.
- Worked with digital marketing and web dev & design teams to implement promotions, improve traffic, conversion, & AOV through SEO & CRO, A/B testing, internal search optimization, paid search (PPC), and email marketing.
- Mentored and empowered a high-performing team of six ecommerce merchants.

### **(MBA program at VCU, full time, from 2005 – 2007)**

### **SunCom / AT&T Wireless, 2000 – 2004**

- Digital Marketing Manager, 2002 – 2004
- Marketing Strategy Channel Manager, 2000 – 2002

### **Circuit City, Director of Ecommerce Merchandising & Marketing, 1998 – 2000**

- Launched circuitcity.com as e-commerce-enabled site in 2000.
- Managed merchandising and digital marketing functions.

### **Circuit City, Laptop PC Buyer, 1996 – 1998**

- Led \$450MM merchandise category.
- Managed relationships with Hewlett Packard, Sony, Intel, Toshiba, others.

## RELEVANT SKILLS

- ✓ Leadership (Former US Army Airborne Infantry Officer) & team mentoring
- ✓ Vendor & cross-functional team leadership
- ✓ E-commerce product (site) & project management (Waterfall, Agile / Scrum)
- ✓ Digital Marketing:
  - PPC (Adwords)
  - Search Engine Optimization (SEO)
  - Email marketing
  - Social media
  - Affiliates
  - Google AdSense
- ✓ Google Analytics & Adobe Omniture Site Catalyst
- ✓ Site optimization, CRO, UX/UI & A/B testing, UserTesting.com
- ✓ Online merchandising & inventory management, Certona, Monetate, Amazon & eBay marketplaces
- ✓ Brand management
- ✓ Pricing
- ✓ Print advertising
- ✓ Marketing strategy & research, competitive analysis
- ✓ Financial analysis & modeling
- ✓ MS Project; MS Office: Advanced PowerPoint & Excel Skills (Macros, Pivot Tables, etc), Access, Sharepoint, Visio, Photoshop
- ✓ Magento & Hybris web platforms, JIRA, CMS, HTML5, CSS3, Expression Web, SQL, SAP.