

Paul Rice

VP of eCommerce & Growth Marketing

paul@paulrice.net | (804) 337-9177 | Richmond, Virginia | Open to Remote / Relocation

VP-level eCommerce and growth operator with 15+ years scaling multi-brand DTC, marketplace, and SaaS businesses with full P&L ownership. Build and lead teams that rebuild underperforming channels, compound conversion gains, and ship AI-powered systems that cut cost and cycle time. Operator first; hands-on where it moves the number.

EXECUTIVE PROFILE

- **P&L & Portfolio Ownership:** Led multi-brand DTC and marketplace portfolios across five brands, Amazon, and 280+ hospitality sites, owning 8-figure budgets and delivering **\$170MM in revenue impact**
- **Team & Agency Leadership:** Built and coached marketing teams of up to eight and directed external agency rosters across paid media, creative, analytics, and development
- **Budget Stewardship:** Managed and optimized 8-figure annual marketing budgets across acquisition, lifecycle, creative, analytics, and partnerships
- **AI-Native Operations:** Shipped 10+ production agentic AI systems for eCommerce operations, spanning catalog automation, competitive intelligence, attribution, and content workflows
- **M&A & Integration:** Directed end-to-end integration of acquired brands including tech stack consolidation, analytics migration, storefront launches, and marketing channel rebuilds

WORK EXPERIENCE

Head of eCommerce & Growth

Proven.Digital | Richmond, VA | 2018 - Present

Independent practice founded 2018. Advisory retainers alongside full-time leadership roles through 2025, primary focus from October 2025.

- Grew Amazon channel from **\$0 to \$300K+ in under 6 months** for consumer products client, building marketplace operations from scratch: catalog setup, feed integration, advertising optimization, and content strategy.
- Own full eCommerce growth and Adobe Commerce operations for sporting goods retailer (200K+ SKU catalog), solving integration and automation challenges across inventory, fulfillment, and marketing systems.
- Shipped **10+ production agentic AI systems** that automate eCommerce workflows for clients, translating operator pain points into applications that reduce manual work and improve data accuracy.
- Lead go-to-market for stealth-mode AI startup delivering ML-powered product data enrichment for enterprise eCommerce (feeds, PIMs, catalog optimization), owning positioning, inbound and outbound marketing, and website development.

Vice President of eCommerce

Journey Health & Lifestyle | Richmond, VA | Sep 2024 - Oct 2025

DTC eCommerce startup, PE-backed. Owned eCommerce and marketing technology, reporting directly to the CEO.

- Directed enterprise digital strategy and MarTech operations, integrating Shopify Plus, Amazon, HubSpot, Klaviyo, Five9, and AI systems to accelerate revenue growth and marketing efficiency.
- Directed omni-channel acquisition and retention strategy integrating paid media (Google Ads, Meta, programmatic), CRM, lifecycle automation, and offline channels to optimize CAC, LTV, and ROAS.
- Built and executed a cross-functional CRO program, personally designing tests that **doubled PDP add-to-cart rate and increased overall site conversion +123%**.
- Developed unified performance intelligence infrastructure in PowerBI and HubSpot, enabling real-time budget pacing, funnel diagnostics, and executive decision-making.
- Expanded marketplace revenue through Amazon PPC/DSP programs, **delivering \$400K incremental revenue** and improving channel profitability.
- Built automated lead capture, enrichment, and routing infrastructure using AI tools to accelerate MQL-to-SQL handoff and improve data quality across sales and marketing systems.
- Implemented lifecycle programs in Klaviyo (onboarding, post-purchase, winback, loyalty) and automated direct mail through HubSpot/Lob integration to expand retention and LTV.

Vice President, eCommerce

Stauer | Richmond, VA | Jan 2022 - Sep 2024

Multi-brand DTC luxury, lifestyle, and home products retailer (~\$90M revenue, ~200 employees). Reported directly to the CEO.

- Owned full P&L for a five-brand portfolio and Amazon channel, guiding strategy across acquisition, retention, merchandising, creative, analytics, and finance.

- Drove transformational growth, **scaling paid channel revenue +203% and new customer acquisition +270% while reducing CPA 22%** through systematic channel testing.
- Led acquisition and integration of 2 eCommerce brands, launching new Shopify and Amazon storefronts, rebuilding Google Ads accounts, and migrating CRM, analytics, and performance reporting infrastructure.
- Rebuilt CRM and lifecycle programs with advanced segmentation and deliverability improvements, **increasing retention-driven revenue +22% YoY**.
- Partnered with Finance to design attribution modeling frameworks, MMM analyses, and geo-split tests to measure offline incrementality and optimize channel mix allocation.
- Directed internal channel teams and external agency roster with KPI accountability, ensuring channel alignment and flawless execution across campaigns and product launches.
- Developed and executed high-impact creator and affiliate product drops that consistently achieved rapid sell-through and brand reach expansion.

Director of Marketing

eComEngine | Richmond, VA | Oct 2017 - Dec 2021

B2B SaaS company providing Amazon seller software used by merchants in 100+ countries. Reported directly to the CEO.

- Led global marketing **team of 8** using Agile methodology, coaching channel owners while personally executing demand generation, funnel optimization, and marketing automation.
- **Increased LTV:CAC ratio from 2.5 to 5.9** by optimizing media mix across paid search, display, content syndication, and affiliate programs aligned to customer journey insights.
- Built 9-stage customer journey framework that **doubled organic MQL volume YoY** and improved MQL-to-SQL conversion rates through persona research and sales alignment.
- Owned end-to-end CRM migration from Salesforce to HubSpot, rebuilding marketing automation, lead scoring models, funnel dashboards, and attribution reporting.
- Built strategic relationships with Amazon seller ecosystem influencers and partner organizations, creating programs that expanded brand awareness and trial acquisition.

Director of eCommerce

Stauer | Richmond, VA | Jan 2015 - Oct 2017

- **Increased ROI for web division from 44% to 354% by reducing costs 39% and increasing online revenue 48%** through strategic spend reallocation and systematic CRO.
- Built high-volume segmented email program **generating \$5M annually**, managing ESP configuration, deliverability, and advanced automation across segments.
- Developed multi-touch attribution model integrating eCommerce, call center, and offline data to improve marketing investment decisions across channels.

Online Marketing Manager

Genworth Financial | Richmond, VA | Oct 2012 - Jan 2015

Fortune 500 publicly traded holding company (NYSE: GNW) offering insurance and financial products

- **Reduced Cost Per Lead by 82% while increasing lead volume 330%**, managing \$3MM PPC budget across Google Ads and Facebook in regulated financial services environment.
- Partnered with IT, Legal, and Compliance to ensure campaign execution met regulated-industry standards while maintaining aggressive growth targets.

eCommerce Asset Manager

Apple Hospitality REIT | Richmond, VA | Nov 2010 - Oct 2012

Publicly traded REIT (NYSE: APLE, ~\$1.4B revenue) owning ~300 upscale hotels across 37 states

- Managed \$12MM digital marketing budget, reallocating spend across paid search and display to maximize ROI, **driving \$170MM incremental annual revenue**.
- Directed SEO and digital marketing strategy across 280+ hospitality websites, aligning localized demand capture with portfolio-level revenue targets.
- **Led team of four**, managing cross-functional collaboration to meet deadlines across the multi-property portfolio.

TECHNOLOGY & PLATFORM EXPERTISE

- Platforms & Commerce: Shopify Plus, BigCommerce, Adobe Commerce, Amazon Seller Central, Walmart Marketplace, HubSpot, Klaviyo, MailChimp, Five9, Flip
- Acquisition & Advertising: Google Ads, Meta, Amazon Ads (SP, SB, DSP), Programmatic & Affiliates

- Lifecycle & CRM: HubSpot, Klaviyo, Salesforce, Responsys
- Analytics & Attribution: GA4, GTM, PowerBI, Looker, Adobe Analytics, MMM, MTA, cohort modeling
- CRO & UX: VWO, Optimizely, A/B & Multivariate Testing, funnel diagnostics
- Technical & AI: HTML/CSS/JS, schema, feed optimization, Claude API, MCP frameworks, agentic workflow automation

EDUCATION

- Master of Business Administration (MBA), Virginia Commonwealth University
- Bachelor of Science, Economics, Virginia Commonwealth University

ENTREPRENEURIAL EXPERIENCE

- Built and operated baseball/softball eCommerce business for 14 years, managing product sourcing, merchandising, Amazon FBA/FBM operations, SEO, design, and digital marketing.
- Owned SEO, paid media, CRO, and marketplace strategy for a sporting goods retailer for 5 years while managing Adobe Commerce operations of the company's 200K+ SKU website.