RICCARDO CARUSO
Executive in Digital Solutions and Technology

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SUMMARY

With 15+ years of digital strategy and product engineering leadership, I led digital operations that shifted sales, lifted (revenue growth) and enabled (productivity increase) over $4 billion in online transactions. I favor a strong data-driven approach with goals, metrics and plans. Driving digital at scale, I touch on all aspects of the user journey: from lead gen to sales, from supply chain to support. I enjoy leading firsthand feature, process and system design, then work with high-performing teams and cross-functional partners to deliver great experiences. I seek automation, yet I truly pursue the integrated offline-online experience that delivers the best frictionless customer experience. I am an innovator who brings the ease of B2C experience in the B2B industry. I consistently build amazing consumer experiences that eclipse industry conversions.

SKILLS

Digital Transformation • Ecommerce & Web Design • Customer Support • Analytics • Marketing Campaigns • AI • Customer Identity • Product Engineering • SaaS Technology Integration • Automation • User Experience • Conversions • Forecasting • Sales Trends • Emerging Opportunities • Omni-channel Experience • Team Building & Leadership • Personalization • Storytelling

EXPERIENCE

Digital Strategic Advisor   03/2024 – Present

Advising leaders of $10M-$10B companies on strategy and execution to grow revenue, productivity and scalability.

- 1o1 coaching of C-suite leaders focusing on the strategic role of digital from a customer experience perspective. Guided short and long-term decision making on investments, org structure and competitive advantage.

Vice President Worldwide Ecommerce and Digital Solutions
Cepheid, Sunnyvale, CA   01/2021 – 02/2024

Joined the world leader in diagnostics in full crisis mode lacking eCommerce during COVID, spearheaded the vision of a connected ecosystem, launched in record time a headless SaaS (AWS) platform with eCommerce, PIM, CMS, and customer support, created a data-driven culture.

- Launched MyCepheid for customers to self-serve on order management, support and online purchasing. Led a design team of 300+ team members. Built a high-performing organization with product owners, data architects, UX designers and developers, digital support representatives, and business analysts.
- Onboarded online 85% of the US customers saving 10K hours in productivity, penetrated 70% of the US market for online revenue consistently outpacing company growth by double digits, with high adopters (50%) having 88% channel adoption. Grew online sales from zero to 9 figures.
- Technical lead Artificial Intelligence-driven marketing applications that scaled up campaign asset creation. Partnered with Customer Support to leverage Artificial Intelligence to improve internal search results for support operations.
- Established a customer-centric data-driven culture across all teams through UX, VOC and analytics best practices. Defined clear goals in alignment with company priorities and customer needs. Achieved an online customer satisfaction score of 9+ out of 10.
- Successfully kept the team on track and motivated during 6 reorgs and 4 Presidents in 3 years. Promoted twice.

Director of Digital Commerce and Analytics
Illumina, San Diego, CA   08/2015 – 01/2021

Joined the world leader in DNA sequencing to lead eCommerce. Pioneered an individual-based approach in B2B bringing the ease of B2C experience in the B2B industry. Redesigned eCommerce twice (monolith, headless) from the ground up.

- Product owner of Illumina eCommerce platform, led a design team of 500+, designed 4,000+ specifications, deployed on time and below budget without disruptions. Launched MyIllumina eCommerce for customers to self-serve on online purchasing, order management and support via personalized digital solutions empowering direct to consumer digital-first experiences.

- Grew online sales (direct, distributor and B2B eProcurement) from $150M to $1 billion in 4 years, online orders and channel adoption by 170%, average order value by 200% by building a global high-performing team, driving platform and process changes, partnering across departments. Integrated distributors and eProcurement customers shifting Illumina's top 400 customers to online ordering and eInvoicing.
- Established new trends in B2B retailing and online selling of million-dollar systems. Deployed "Amazon style" promos, product and behavioral recommendations, applied machine learning (basket analysis and recommendations) and artificial intelligence (personalization) that delivered a 4.3X cart value increase. Spearheaded digital marketing campaigns that delivered up to 21X increase in lead conversion.
- Built a high-performing team of data architects, UX designers and developers. Promoted once.

Consultant and Acting Marketing Director
MarketingConsulting360, San Diego, CA 09/2012 – 08/2015
Provided digital marketing directorship for $1M-$500M companies with focus on extreme conversions and ROI.
- Designed and deployed end-to-end marketing campaigns inclusive of website, membership site, landing pages, eCommerce, CRM, and scorecards with strong emphasis on automation and measuring results.
- Created vertical funnel campaigns using segmentation, tagging and scoring with exceptional returns.

Global Marketing Analytics Leader
Life Technologies, Carlsbad, CA 01/2012 – 12/2012
Reorganized and orchestrated the tracking and measuring of marketing campaigns and CRM activities to measure ROMI.
- Introduced innovative end-to-end tracking and reports for 35 marketing programs and 100K products. Developed CRM solutions that improved campaign planning and conversions by 35%. Won the Marketing Excellence Impact Award for QuantStudio (2012) for exceeding sales goals by 50%.
- Established a Marketing Balanced Scorecard that led to optimizing strategy and execution of a 10-figure channel.
- Spearheaded a new model to address the sales-marketing gap in value proposition, led critical changes in systems and processes, solved data and process gaps, enabled self-serve reporting.

B2B eProcurement eBusiness Global Leader
Millipore/Merck, Temecula, CA 10/2008 – 12/2011
Developed the corporate global B2B strategy from the ground up, including setting up operations, winning the consensus of the Board, evangelizing activities internally.
- Inverted a declining B2B eProcurement trend onboarding 50+ top accounts growing 8 figure sales by 300% in 3 years. Surveyed key accounts, drove channel adoption, improved ranking of Millipore products.
- Established a Balanced Scorecard for Millipore QBR eBusiness review: 15 objectives, 48 metrics with financial, customer, process and organizational KPIs.
- Led CX and Voice of Customer for eBusiness. Grew online customer satisfaction from 6.8 to 8.1, traffic by 12% and order conversions by 8.6%, eBusiness sales as % of tot sales from 16.4% to 18.9%.
- Developed innovative models including NPV models, eCommerce competitive analysis with Kano attributes, SEO and SEM ranking, pricing strategies, resource allocation analysis and segmented traffic reports.
- Built a global team of 7. Promoted once.

EDUCATION

- **Master of Business Administration (MBA),** University of Oregon, Eugene, OR
- **Master of Engineering (ME),** graduated with Summa Cum Laude, University of Cagliari, Italy
- **Bachelor of Science (BS), Engineering,** graduated with Summa Cum Laude, University of Cagliari, Italy

CERTIFICATIONS

MIT Certification in AI • Six Sigma Green Belt • Agile Delivery • Crucial Conversations • Foundations of Leadership • High Impact Presentations • Marketing Award Winner • UCSD Data Mining Boot Camp II • Marketing Strategy Simulation • Toastmasters • Level 2 OMI Web Analytics • Social Media Monitoring

TECH STACK

CommerceTools • Elastic Path • Websphere • Adobe Suite: AEM, Analytics, Target, Audience Manager, Campaign • Salesforce • Tableau • PowerBI • Marketo • PIM Informatica • SAP • Agile methodology • Artificial Intelligence • Machine Learning