

RICCARDO CARUSO

Executive in Digital Solutions and Technology

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SUMMARY

Visionary leader with deep expertise in digital solutions and product engineering. Track record of sales and productivity growth consistently exceeding industry standards. Innovative, entrepreneurial, hands-on. Strategic with strong Product Owner experience, excels at defining the max opportunity, forecasting, setting achievable goals, building a roadmap to achieve them, partnering, driving the execution, and reporting on results.

Visual leader with clear plans that come with clear communication, visual representations and use cases. Strong data-driven and customer-centric approach, favors the online-offline experience that delivers the best frictionless customer experience.

Experience encompasses UX, UI, website and eCommerce design and development, digital marketing, lead generation, marketing campaigns, analytics including balance scorecarding, omni-channel experience, channel strategy, digital transformation (process and architecture system redesign to maximize automation). Other skills: Talent Org Models, Team Building, Tech Stach Models, SaaS, Technology Integration, AI, Customer Support, Customer Identity Management, Sales Trends, Emerging Opportunities, Conversions, Personalization, Storytelling, Project Management, Coaching, Training, Mentorship.

EXPERIENCE

Strategic Advisor | RiccardoCaruso.com

03/2024 – Present

Advising companies (\$10M-\$10B annually) on digital opportunities to grow revenue, productivity and scalability.

- Leadership coaching on digital strategy, eCommerce performance optimization, talent org and tech stack models.
- Training on product ownership, roadmapping, product management, prioritization, KPI scorecards.
- UX tactics for customer-centric design, omni-channel design and integrated experience.

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

Joined to build eCommerce and digital solutions for the world leader in diagnostics. Spearheaded the digital vision, launched a headless SaaS (AWS) connected ecosystem with eCommerce, PIM, CMS, and customer support online.

- Launched MyCepheid for customers to self-serve on order management, support and online purchasing. Built a high-performing organization, managed an extended team of 300+.
- Onboarded online 85% of 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 at 88% channel adoption. Grew online sales from zero to 9 figures.
- Established a customer-centric data-driven culture across all teams through UX, VOC and analytics best practices. Defined clear goals and roadmaps in alignment with company priorities. Partnered on AI applications with marketing and customer support.

Director of Digital Commerce and Analytics | Illumina, San Diego, CA

08/2015 – 01/2021

Joined to redesign eCommerce for the world leader in DNA sequencing. Pioneered a B2C experience in B2B with innovative solutions.

- Product owner of Illumina eCommerce, built a global high-performing team, led a team of 500+, designed 4,000+ specifications for customers to self-serve on online purchasing, order management and support with personalization and retailing solutions.
- Grew online sales (direct, distributor, B2B eProcurement) from \$150M to \$1 billion in 4 years, online orders and channel adoption by 170%, average order value by 200%. drove system and process changes, partnered across departments. Integrated distributors and eProcurement customers.
- Built innovative solutions, sold million-dollar systems online, deployed “Amazon style” promos, product and behavioral recommendations, applied machine learning/AI that delivered a 4.3X cart value increase. Spearheaded digital marketing campaigns that delivered up to 21X increase in lead conversion.

Consultant and Acting Marketing Director | MarketingConsulting360, San Diego, CA **12/2012 – 08/2015**

Acted as Marketing Director for \$1M-\$500M companies with focus on high 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**

Joined to orchestrate the tracking and ROMI measuring of marketing campaigns and CRM activities.

- 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**

Joined to establish and own global B2B eProcurement operations after winning the consensus of the Board.

- Inverted a declining B2B eProcurement trend, onboarded 50+ accounts, grew 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 with 15 objectives and 48 metrics. 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.

Sr. Financial Project Controls Manager | PINNACLEONE/ARCADIS, San Diego, CA **01/2007-10/2008**

Sr. Financial Engineering Manager | HARRIS AND ASSOCIATES, Irvine, CA **05/2006-01/2007**

Sr. Business Development Consultant | TST ENGINEERING, Dublin, Ireland **10/2004-05/2006**

Director of Environmental Engineering | CUALBU INC., Cagliari, Italy **05/1995-10/2004**

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