

RICCARDO CARUSO

Executive in Ecommerce, Marketing and Commercial Strategies

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Riccardo is an accomplished executive in digital commerce, marketing and analytics strategies with 20 years' experience in the direct, distributor and eProcurement space. Strategic, hands-on, innovative, Riccardo has a detailed understanding of how to drive sales and productivity across sales, marketing, support and the supply chain. He has an in-depth knowledge of the complexities of purchasing in B2B, how to leverage DTC tactics and design to maximize conversions, customer loyalty and lifetime value. With a strong Product Owner experience, Riccardo excels at seizing opportunities, forecasting with clear goals, road-mapping, partnering, driving the execution, and reporting on results. Data-driven and customer-centric, Riccardo is a builder of highly performing teams and cultures. His competences include:

- Analytics, data models, dashboards
- Website & eCommerce design, channel strategy, UX Design, VOC
- Commercial lift tactics
- Trends, Emerging Opportunities
- Product launch
- Budget management, org structure
- Capex models with NPV
- Digital marketing, ABM, Lead Gen
- Personalization, retailing
- Marketing campaign planning
- Digital Transformation
- Customer and Tech Support
- Tech stack, platforms, AI
- Customer Identity Management

EXPERIENCE

Vice President of Ecommerce and Digital Solutions at Cepheid (Danaher)

01/2021 – present

Joined to build 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 on a headless integrated SAAS platform for customers to self-serve on order management, support and online purchasing. Built a high-performing organization, managed a team of 15 (extended: 300+).
- Grew online sales over 5K SKUs from zero to 9 figures, 1K SoldTos (5K buyers) ordering monthly with an \$8K AOV (\$30-\$800K) in year 1, 2Xed sales in year 2 through cross-sale, shift and traffic increase via SEO and PPC. 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 (50% of customers) at 88% channel adoption. Deployed personalized widgets for cross and upselling driving wallet share deepening. Redesigned the lead gen process on the website dramatically increasing deanonymization and lead qualification. Partnered on the ABM approach. Improved the support process generating new leads and lift opportunities.
- 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 at Illumina

08/2015 – 01/2021

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

- Product owner of Illumina eCommerce (monolith in 2017, headless in 2020), built global high-performing operations, led a team of 15 (extended: 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 over 10K SKUs (direct, distributor, B2B eProcurement) from \$150M to \$1 billion in 4 years, 10K SoldTos (50K buyers) ordering monthly with a \$10K AOV (\$15-\$16M), grew device online sales from 0% to 21%. Drove system and process changes, partnered across departments. Integrated distributors and eProcurement buyers.
- 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. Increased traffic to 80% organic via SEO.

Acting Marketing Director at MarketingConsulting360

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 at Life Technologies

01/2012 – 12/2012

Hired to boost tracking and conversions of marketing and CRM activities.

- Increased campaign planning, segmentation and conversions by 35% for 35 marketing programs over 100K SKUs. Introduced innovative end-to-end tracking and dashboards accessible by leaders 24/7.

- Partnered with Marketing leadership to optimize marketing campaign planning, messaging and conversions. Won the Marketing Excellence Impact Award for the launch of the QuantStudio instrument for exceeding sales goals by 50%.
- Spearheaded cross-department workshops to resolve the sales-marketing gap in value proposition, led critical changes in systems and processes, solved data and process gaps.
- Established a Marketing Balanced Scorecard that led to optimizing strategy and execution of a 10-figure channel.

MilliporeSigma/Merck

10/2008 – 12/2011

B2B eProcurement eBusiness Global Leader

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.

EDUCATION

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