

Justin Aronstein

1600 Palma Plaza | Austin, TX | 78703 | (857) 231-1505 | jaronstein@gmail.com

Executive Summary

I'm passionate about building and leading technology teams to solve big problems and create great user experiences.

- Native understanding of all aspects of Salesforce, including Sales Cloud, Marketing Cloud and Commerce Cloud
- Ability to translate business requirements to technical staff, fostering understanding and improving project timelines
- Employing Agile project management to ensure teams work most effectively on the right project

Work Experience

Smith and Associates

Smith and Associates is the largest independent distributor of electronic components and computer hardware, with over \$2 billion in annual revenue.

Director of E-Commerce

March 2018 - July 2019

Reported directly to one of the two co-founders and managed all marketing activities, software development, product management, and a small sales team to create and launch the online shopping channel.

- Started the e-commerce channel from scratch to build a site that generated over \$1M in revenue in the first 12 months.
- Focused on lead generation, creating B2B-centric user experience that brought transparency to stock levels and the complete buying process.
- Managed a sales team that utilized Salesforce to track and manage all incoming leads.
- As site owner, planned all new features to drive more conversions through A/B testing, and prioritizing new users stories for the web development team.

PureWRX

PureWRX specializes in creating a go-to market strategy for certified pre-owned hardware for IT hardware companies.

E-commerce Director

July 2017 - February 2018

Directly reported to the CMO co-founder where I managed all marketing, development and UX for the B2B Mellanox Store.

- Increased monthly revenue over 300% through conversion rate optimization and SEO efforts.
- Managed all paid advertising, SEO and email marketing activities to increase return on ad spend by 94%.

Living Direct, Inc.

Living Direct is a multi-channel retailer that operates six brands and generates \$100+ million in annual revenue. In 2016, Living Direct was purchased by Ferguson Enterprises.

Director of Software Development, UX and Analytics

June 2015 - July 2017

Directly reported to the CMO co-founder where I was part of the leadership team that grew Living Direct from \$50 million in revenue to \$100 million in revenue. Part of the team to get Living Direct acquired and transition all activities to its new owners. Additionally, led a multidisciplinary team of 12 that was responsible for creating new technology and seamless user experiences for both internal and external customers to increase overall margin dollars.

E-Commerce Architecture

- Built an e-commerce architecture on the Demandware (Salesforce Commerce Cloud) platform to handle seven e-commerce sites, maintaining an uptime of 99.9% and increasing web and call center revenue by 78%.
- Launched Wordpress content sites and created e-commerce integrations with built-in product recommendations that increased overall traffic by 1,000%, SEO revenue by 80% and email list size by 63%.
- Managed the launch of Amazon Prime, increasing Amazon merchant revenue by 50% overnight, while still hitting Amazon's very tight ship time goals.

CRM

- Built, from the ground up, a Salesforce instance that was used by over 30 people that led to 47% more call center revenue from increased marketing efficiencies. At the same time, collaboratively developed internal processes for a longer sales funnel, increasing outbound dialing by 95% and closing leads at a rate of 45%.
- Created features that allowed customer service agents to save contacts and send shopping carts and follow up reminders, leading to a 32% increase in incremental revenue.

Web Optimization

- Led the implementation of a mobile-first responsive redesign in a short 3 month period before the holiday season, increasing CVR by 65%, mobile revenue by 200%, call center revenue by 75% and average order value by 12%.
- Designed the implementation of key new features including estimated delivery date (42% increase in conversion rate), PLA redesign (21% increase in conversion rate) and product customization (49% increase in average order value).

Head of Analytics and Web Development

June 2013 – June 2015

- Led a small development team that worked in Salesforce Commerce Cloud, .Net, Node and Angular.
- Started an A/B testing regimen that was able to launch 20 tests in the first 6 months, increasing conversion rate by 25% and showing an incremental revenue of \$2 million a year using Monetate.

Software Developer

November 2011-June 2013

- Helped create an internal product management system that allowed internal employees to edit product data and sync that data to our Salesforce Commerce Cloud environment.
- Automated logistics data processing, eliminating the need to manually enter tracking numbers, or to manually process returns.

Olejo Inc.

Boston, MA

First mover in selling mattresses online, taking a very complex buying process into a streamlined buying experience. Using bootstrapped financing, was able to quickly grow to \$10 million in revenue and 15 employees. Ultimately acquired by Mattress Firm.

CTO / Co-Founder

January 2008 – October 2011

Created an e-commerce engine using internal technology to support a suite of sites that generated \$10M in revenue in its third year of business.

- Built a highly scalable e-commerce platform that ran 15 domains and held more than 50,000 products including all of their related information and generated \$10 million in the 3rd year of business.
- Implemented a new Salesforce instance that was used by 10 users that was customized to manage all facets of our pre and post sales communications with our customers.
- Led a team of 4 developers and designers to create a way to spawn a new website within 1 hour, while maintaining our own servers, and keeping uptime at 99%.

Education

Northeastern University

B.S. in Computer and Information Science

Boston, MA

September, 2006 – May 2011