**Joseph M. Spampinato**

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**Digital Strategy and Ecommerce Leader**

**Digital Analytics | Digital Strategy | E-commerce | Team Building**

Outcome-oriented digital strategist with proven ability to envision, craft, execute and analyze to optimize ecommerce and mobile product strategies. Insightful analyst with a rare mix of product marketing, sales management, finance and market research acumen. Track record of success designing and developing ecommerce websites and omnichannel marketing campaigns including print, social media marketing, organic SEO, link-building, SEM, re-targeting, pay-per-click advertising, and affiliate marketing. Combines background in consumer experience management with expertise in attribution and financial modeling and P&L management to devise strategic plans that yield bottom-line growth. Wholehearted leader with international experience leading global teams to deliver ecommerce and new media products in the United States, Europe and South America. Holds MBA from the University of Virginia.

**Core Expertise**

Digital Analytics & Testing ▪ Digital Marketing ▪ Website Design and Development ▪ Marketing Strategy, Research & Execution ▪ Attribution Modeling ▪ Financial Modeling, Forecasting & Valuation ▪ Budgeting ▪ P&L ▪ Brand Positioning ▪ CRM ▪ Pricing ▪ Recruiting, Hiring & Training ▪ Team Building ▪ Excel Expert

**Professional Experience**

Expansive Ideas Guild – Bend, OR Jan 2014 to Present

*Ecommerce marketing, product development and analytics consultancy*

**Principal**

Devise digital and ecommerce strategy, and analytics for early stage products and companies in various industries including, consumer packaged goods, natural products, online education, technology and apparel. Select technology platforms and tools to enable optimized digital marketing and ecommerce. Design and develop websites and integrate them into outbound marketing automation and CRM tools like InfusionSoft. Implement SEO, SEM, social media and testing and analytics to enhance traffic, conversion and average order values. Implement Google Adword campaigns, Google analytics, and Amazon third party seller systems. Develop and Design attribution models to optimize marketing and ecommerce funnel. Guide budget planning, lead implementation and interpretation of analytics, manage agencies of record to optimize social and online experiences.

EPAM Empathy Lab – Conshohocken, PA | Amsterdam, Netherlands Jun 2011 to Dec 2013

*Digital agency that creates strategies and consumer experiences that help companies succeed in the digital landscape.*

**Senior Director – Digital Strategy Consultant**

Researched and conceptualized client digital transformation. Designed and interpreted contextual research, A/B testing and analytics packages, guided product roadmap development. Devised attribution dashboards based upon Omniture Sitecatalyst, MOZ, Google Analytics, SAP and other metrics/data platforms to assess progress and optimize marketing spend for client and internal projects. Supervised teams in agile design and development of e-commerce web, mobile iOS, Windows and Android applications in the entertainment, CPG, pharmaceutical and apparel industries. CMSs included ATG, Adobe CQ, Magento, Shopify and others. Directed multiple, international ~20-person project teams comprising Omniture, MOZ and Google analysts, UX designers, developers, project managers, technology and QA directors; held full P&L responsibility for multimillion-dollar global engagements. Managed teams and third-party agencies to deliver online marketing tactics including SEM tactics like re-targeting, pay-per-click advertising and affiliate marketing, also social media and email marketing, on and off-page SEO, content development and link-building. Reported to SVP.

* **Honored with 2013 Davey Silver Award and 2012 Innovation and Breakthrough Award for international launch of consumer web and mobile applications for Liberty Global, a fortune 500 client. Captained $4M budget for year-long program.**
* **Spearheaded projects designing and developing personalization strategies and web analytics packages for apparel, consumer product, and media and entertainment companies. Led design and development of key tools and architected analytic tagging and dashboards.**

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Grace Bio-Labs, Inc. – Bend, OR Sep 2009 to May 2011

*Global supplier of life science research and molecular diagnostic products.*

**Director of Marketing**

Conceptualized, built, measured and optimized SEO strategy to achieve top listings for core products and drive traffic to new ecommerce platform. Did same for demand generation funnel and tactics (campaigns, events, seminars, email campaigns, webinars and digital campaigns) integrated with distributors and other partners. Carried out sales forecasting, costing and price-setting analyses, revamped pricing structure and promotion policies, and propelled all phases of yearlong projects to ensure success. Managed digital agency of record (AOR) to create and optimize Magento based ecommerce tactics. Architected, sourced and implemented company first enterprise software system. Quarterbacked teams from manufacturing, marketing, and sales, with day-to-day management responsibility for 5 direct reports (including senior managers of Quality Assurance, Production, and Customer Service) and 22 indirect. Held full P&L responsibility; reported to CEO.

* **Re-tooled ecommerce site using Magento. Launched and integrated Fishbowl inventory management System with on-line product portfolio, customer order placement and order fulfillment systems and financial management software. Redesigned website for SEO and more intuitive user experience, crafted and supervised keeping of omnichannel dashboard for senior management reporting**
* **Doubled company’s annual revenue during tenure by refocusing resources to build and enjoy automated ecommerce based sales platform and integrate demand funnel and tactics with new preferred strategic partners**
* **Propelled development and execution of company’s first closed-loop strategic marketing plan including demand generation of rich content for lead nurturing to grooming sales-accepted leads.**
* **Established new, exclusive distribution contracts. Negotiated preferred-supplier status with Sigma Aldrich, Life Technologies and Courtagen Life Sciences. Doubled sales and improved margins.**

Talecris Biotherapeutics, Inc. – Research Triangle Park, NC 2009

*Biopharmaceutical company, producers and marketers of plasma-derived protein therapies.*

**Associate Director of Marketing, Pulmonology**

Contracted for 1-year term as a member of the marketing team for Prolastin alpha-1 antitrypsin deficiency treatment. Conceived, developed, and executed comprehensive digital marketing, social media and other CRM strategies; carrying out primary and secondary market research in support of sales goals. Supervised digital agencies to design and devlop brand website and demand generation tactics.

ENERGYneering Solutions, Inc. (ESI) – Sisters, OR 2009

*Engineering, construction, and operations consulting firm specializing in renewable energy solutions.*

**Director of Marketing and Strategic Business Development**

Contracted for 1-year term at the helm of marketing and strategic business development for successful startup. Designed and led development of corporate website and promotional materials. Performed discounted cash flow analyses of existing and potential renewable energy projects and product lines to determine go / no go decisions. Assisted president in drafting RFP responses, project proformas and other financial reporting.

GlaxoSmithKline, Inc. – Bend, OR & Durham, NC Aug 2001 to Dec 2009

*British* [*multinational*](http://en.wikipedia.org/wiki/Multinational_corporation)[*pharmaceutical*](http://en.wikipedia.org/wiki/Pharmaceutical_industry) *and consumer healthcare company.*

Senior District Sales Manager**, RTP Respiratory Division** (2006-2009)

Hired, trained and directed 13-person sales team that sold products in multichannel markets. Evaluated and enhanced market analysis, business planning and performance metrics to ensure objectives were met. Spearheaded outperforming launch of Veramyst, a novel product, in a crowded marketplace.

* **Delivered 105.2% on national goal for key brands.**
* **Improved team’s ranking for sales-call effectiveness by 39.7%.**
* **Exceeded annual market share goal for Veramyst Launch, capturing 111.2% to national average.**

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**Senior Product Manager, HIV Division** (2003-2006)

Distilled strategic insights born of primary and secondary market research analysis into effective marketing campaigns. Delivered guidance to team comprising 4 managers while supervising 2 direct reports. Responsible for marketing budgets up to $15M, including print, digital, and public-relations. Crafted direct-to-consumer and professional promotion plans, spanning print, web, and conferences. Coordinated co-promotion tactics with Vertex Pharmaceuticals. Managed creation, regulatory/legal approval, and purchasing of promotional materials. Led tactic analytics design to enable attribution, ROI measurement and spend optimization. Provided commercial insight to scientists regarding clinical study design and budgeting to ensure appropriate balance between scientific and commercial requirements.

* **Drove first year market share for Epzicom to 104.9% of forecast.**
* **Propelled market share growth of 36.8% for Lexiva which had not exceeded sales goals in 20 months; finished year at 102.1% to forecast.**

**Marketing Development Associate** (2001-2003)

Rotated through market research, sales and marketing roles. Successfully managed pre-launch market research for the blockbuster, +$1B product, Advair. Co-created brand-launch strategy for HIV medication, Lexiva.

* **Boosted brand’s market share 4.1% in six months compared to a national-average 1.1% gain, utilizing new, self-developed analytical tools.**
* **Garnered top-4% national award.**
* **Authored best practices: optimal sales call frequency, optimal sales resource allocation and impact database.**

**Additional Experience**

Led 50- to 250-person units, with broad-spectrum operational responsibility for planning, training, and team development, as **Infantry Officer** in the **United States Marine Corps** (1992-1999). Ranked top 5% of all junior officers for performance, and graduated from officer training ranked 2nd (out of 250 Marine Officers) for leadership, fitness and academics.

**Education**

Master of Business Administration – University of Virginia Darden School of Business – Charlottesville, VA

Bachelor of Arts in Economics – University of North Carolina – Chapel Hill, NC