

# LOUIS WEISS

Rye Brook, NY

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## Senior Marketing Professional

Five-time Chief Marketing Officer and seasoned executive with extensive experience scaling global subscription, DTC, and omnichannel retail businesses across health, wellness, fitness, and consumer lifestyle categories. Known for delivering strong revenue and EBITDA growth by blending storytelling and customer insight with tech-forward, data-driven performance marketing to accelerate acquisition, retention, and monetization. Frequently recruited by CEOs and Boards to lead growth mandates, subscription strategy development, omnichannel marketing optimization, and large-scale organizational turnarounds. Demonstrates a strong track record driving growth via pricing strategy, LTV/CAC improvement, predictive modelling, and cross-functional leadership across Public, PE-backed, and private companies.

### AREAS OF EXPERTISE

- Customer Acquisition
- LTV/CAC Optimization
- CRM and Loyalty
- P&L Ownership
- E-commerce
- Brand Positioning
- Digital Marketing
- Product and UX Leadership
- Pricing
- Growth Strategy
- Brand Marketing
- Team Development

*"Lou has a rare combination of technical and leadership skills, and he leverages them to create growth. He has exceptional business acumen and really knows how to bring out the best in others."*

**Tony Truesdale, Former CEO, Vitamin Shoppe**

### SELECTED CAREER HIGHLIGHTS

- ✓ **Tripled revenue from \$400M to \$1.2B** by scaling omnichannel marketing, optimizing merchandising, and leading cross-functional teams through a successful IPO
- ✓ **Managed a \$100M+ marketing budget and led 200+ people across 9 global marketing offices** by establishing clear goals, optimizing resource allocation, and developing high-performing teams through 6 direct reports
- ✓ **Drove 31% growth in D2C customer acquisition** by improving customer prospecting models
- ✓ **Reduced aged inventory by \$60M** by implementing an aggressive promo strategy that didn't cannibalize full-price sales
- ✓ **Grew revenue from \$75M to \$125M run rate in one year** by creating a successful marketing platform and campaign
- ✓ **Co-founded the world's first content marketing agency** by negotiating for the content rights of over 1,200 magazines

### PROFESSIONAL EXPERIENCE

#### SUBMACHINERY | NEW YORK, NY

2024 – Present

*Subscription Marketing Consultancy*

##### **Founder and CEO**

- Build and execute subscription growth strategies for PE-backed clients in the nutritional supplements, IT tools, and software lead-gen categories

#### PARTY CITY | WOODCLIFF LAKE, NEW JERSEY

2024

*Omnichannel party goods retailer with 700+ stores and e-commerce*

##### **Chief Merchandising Officer**

- Brought in to lead merchandising and pricing transformation as part of a company turnaround initiative
- Led 150 people through seven direct reports to strengthen assortment efficiency and restore topline growth and profitability in core categories
- Drove the first positive Halloween sales comp after several years of decline by optimizing overall pricing strategy and implementing a new promotional strategy for key categories
- Reduced aged inventory by \$60M by implementing an aggressive promotional strategy for overstocked categories without cannibalizing full-price sales
- Based on early wins in merchandising and inventory, I was asked to take on leadership of product development, global sourcing, and intellectual property licensing functions

## PROFESSIONAL EXPERIENCE - Continued

**ONCOURSE HOME SOLUTIONS | NAPERVILLE, ILLINOIS**

2022 – 2024

*Private equity-backed provider of home warranty and repair plans***Chief Marketing Officer**

- Increased D2C customer acquisitions by 31% by partnering with data science to bring prospect modelling in-house
- Increased overall (D2C + Partner) acquisitions by 10% on just 4% more spend through improved targeting
- Negotiated significant cost reductions in printing and paper costs for our Direct Mail program
- Boosted year-over-year revenue by 14% via acquisition growth and lifecycle marketing improvements
- Grew gross margin rate by 500 bps by creating predictive pricing models in partnership with the data science team
- Led customer acquisition, retention, brand, digital, and partner B2B marketing (40 people via 5 direct reports)

**SUBMACHINERY | NEW YORK, NY**

2020 – 2022

*Subscription Marketing Consultancy***Founder and CEO**

- Repositioned nutritional supplements company leading to \$425M sale to strategic acquirer
- Drove 20% more leads at flat cost per lead for Ed-tech company by optimizing campaign structure and lead-gen website

**SHUTTERSTOCK | NEW YORK, NY**

2018 – 2020

*Global media licensing platform across 150+ countries and 21 languages***Global Chief Marketing Officer**

- Delivered \$110M (20%) topline revenue improvement in 2019 over 2017
- Drove double digit growth for each of the e-commerce and enterprise segments, in part via the globally acclaimed “It’s not stock, it’s Shutterstock” campaign
- Frequently called on to give interviews, create bylined articles, and deliver presentations at industry conferences
- Managed a \$100M+ marketing budget and 200+ people via six direct reports in 9 global marketing offices
- Directed global customer acquisition, brand, CRM, enterprise marketing, PR, creative, and CX

**PLATED | NEW YORK, NY**

2016 – 2017

*National meal kit company***President and Chief Marketing Officer**

- Grew revenue from \$75M to \$125M run rate in part via the “Plated Nights” marketing campaign
- Positioned Plated for successful acquisition for \$200M+ by Albertsons, a Fortune 50 retailer
- Integrated marketing, culinary, product, and UX functions to create a truly integrated customer experience
- Led marketing, culinary, product, and UX (led 25 people via 4 direct reports)

**VITAMIN SHOPPE | SECAUCUS, NJ**

2006 – 2016

*National omnichannel nutritional supplements retailer***EVP, Chief Marketing and Merchandising Officer, 2014 – 2016**

- Scaled topline revenue from \$400M to \$1.2B; net income up 1000%
- Key leader during successful IPO and two follow-on equity offerings
- Led acquisition, CRM, loyalty, merchandising, pricing, and regulatory affairs, managing 60 people via 8 direct reports

**SVP, Chief Marketing Officer, 2009 – 2014**

- Partnered with HR and Store Ops to create the Brand Momentum Team, a transformative corporate branding initiative
- Maintained critical price image by creating a process to reprice 18,000 SKUs on a weekly basis
- Frequently asked by peers to interview their prospective direct reports; widely regarded as an excellent judge of talent

**VP and GM, Vitamin Shoppe Direct, 2006 – 2009**

- Grew flatlined \$5M amazon business to \$35M by creating and managing a new storefront brand
- Added \$5M revenue at flat contribution margin by changing free shipping threshold from \$99 to \$25
- Reduced shipping costs by \$4M by bringing on a specialized “under 1 lb.” delivery carrier

## PROFESSIONAL EXPERIENCE - Continued

**GAIAM, INC.**

2004 – 2006

**President, Gaiam Direct**

- Grew Gaiam Direct's revenue from \$72M to \$125M in 12 months while doubling net income

**BLUE DOLPHIN GROUP**

2000 – 2004

**President 2002 – 2003****Chief Marketing Officer 2001 – 2002****VP, Business Development 2000 – 2001**

- Co-founded the world's first content marketing agency; collaborated with U.S. Congress on the CAN-SPAM Act of 2003

**EARTHWEB**

1998 – 2000

**VP, Product Marketing**

- Drove successful IPO by scaling topline revenue from \$3M to \$30M within 12 months

**AIRMEDIA**

1995 – 1998

**VP and General Manager 1996 – 1998****Senior Product Manager 1995 – 1996**

- Co-created world's first wireless internet broadcast network; resulting IP has yielded \$100M+ in licensing revenue

**SONY CONSUMER ELECTRONICS**

1991 – 1995

**National Sales and Marketing Manager, SONY Wireless Telecomm 1993 – 1995****Senior Corporate Strategist 1992 – 1993****Corporate Strategist 1991 – 1992**

- Scaled SONY Wireless Telecomm topline revenue from \$20M to over \$100M within 12 months

## EDUCATION

**The Wharton School, University of Pennsylvania - Philadelphia, PA****B.S. in Economics, *magna cum laude* | Concentration in Multinational Management**

## ADDITIONAL LEADERSHIP AND PERSONAL ACCOMPLISHMENTS

- Crossword puzzle constructor – The New York Times
- Rookie Mentor – New York Giants
- Inventor – six U.S. Patents granted for digital and mobile technology inventions
- Adjunct Professor, Online Marketing – NYU
- Senior Advisor – Firelight Capital Partners
- Board member and RemCom Committee Chair – TRIBE
- NYC Marathon Finisher