

Summary

Five-time Chief Marketing Officer with 20+ years scaling subscription & recurring revenue businesses across health, wellness, fitness, and consumer lifestyle categories. Drives significant revenue and EBITDA growth by combining storytelling and customer insight with tech-forward data-driven performance marketing to accelerate customer acquisition, retention, and monetization. Frequently recruited by CEOs and PE sponsors to lead transformational growth mandates.

Career Highlights

- Tripled revenue at The Vitamin Shoppe from \$400 million to \$1.2 billion, driving a successful IPO.
- Drove 31% D2C customer acquisition growth at Oncourse Home Solutions while improving gross margin by 500+ bps.
- Positioned Plated for \$200 million+ acquisition by a Fortune 50 retailer.

Professional Experience

SubMachinery - New York, NY | 2020-2022 & 2025

Subscription Marketing Consultancy

FOUNDER & CEO

- Build & execute subscription growth strategies for PE-backed clients in nutritional supplements, ed-tech and SaaS.
- Advise C-suite on overall subscription strategy, LTV/CAC optimization, acquisition, churn reduction, and pricing.

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.
- Delivered the first positive Halloween sales comp in several years while reducing aged inventory by \$60 million (20%).
- Oversaw merchandising, product, pricing, inventory, and global sourcing, leading 150 people through seven direct reports to strengthen assortment efficiency and restore profitability in core categories.

Oncourse Home Solutions - Naperville, Illinois | 2022-2024

Private equity-backed provider of home warranty and repair plans

CHIEF MARKETING OFFICER

- Increased D2C acquisitions by 31%, 10% overall growth on just 4% more spend.
- Boosted YoY revenue by 14% and gross margin by 500+ bps through predictive pricing models.
- Led customer acquisition, retention, brand, digital and partner B2B Marketing (led 40 people via 5 direct reports).

Shutterstock - New York, NY | 2018-2020

Global media licensing platform across 150+ countries and 21 languages

GLOBAL CHIEF MARKETING OFFICER

- Delivered double digit annual revenue growth to \$650M via the global "It's not stock – it's Shutterstock" campaign.
- Managed a \$100M+ marketing budget and 200+ people via 6 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 & CHIEF MARKETING OFFICER

- Grew revenue from \$75 million to \$125 million runrate in one year via "Plated Nights" positioning and campaign.
- Led marketing, culinary, product, and UX (led 25 people via 4 direct reports).
- Positioned Plated for successful acquisition by Albertsons, a Fortune 50 retailer, for \$200 million+.

The Vitamin Shoppe - Secaucus, NJ | 2006-2016

National omnichannel nutritional supplements retailer

EVP, CHIEF MARKETING & MERCHANDISING OFFICER

SVP, CHIEF MARKETING OFFICER

VP & GM, VITAMIN SHOPPE DIRECT

- Scaled topline revenue from \$400 million to \$1.2 billion; net income up 1000%.
- Key leader during successful IPO and two follow-on equity offerings.
- Led acquisition, CRM, loyalty, merchandising, digital, private label, pricing, and regulatory affairs (led 60 people via 8 direct reports).

Earlier Career

Gaiam, Inc. – President, Gaiam Direct (2004-2006)

Blue Dolphin Group – President (2000-2004)

EarthWeb – VP, Product Marketing (1998 – 2000)

AirMedia – VP & GM (1995-1998)

Sony Consumer Electronics – National Sales & Marketing Manager (1991-1995)

Progressively promoted through six leadership roles, culminating in full P&L ownership and growth leadership across subscription, e-commerce, and DTC businesses.

Education

Wharton School, University of Pennsylvania - Philadelphia, PA | May 1991

B.S. in Economics, magna cum laude | Concentration in Multinational Management

- Extensive coursework in Japanese.
- Semester abroad: Obirin Daigaku University (Tokyo): Japanese Business & Society program.

Additional Leadership & Personal Highlights

- Board member and RemCom Committee Chair – TRIBE.
- Adjunct Professor, Online Marketing – NYU.
- Inventor – 6 U.S. Patents granted for digital & mobile technology inventions.
- Crossword puzzle constructor – The New York Times.
- Rookie Mentor – New York Giants.
- NYC Marathon Finisher.