

# RICCARDO CARUSO

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## VICE PRESIDENT, ECOMMERCE AND DIGITAL TRANSFORMATION

Accomplished executive with extensive experience in overseeing and driving digital transformation initiatives and e-commerce strategies, delivering \$4B in online sales and productivity at F500 companies. Unique blend of strategy and firsthand experience in Digital Commerce, Sales, Marketing, Support, Customer Service, Analytics, Supply Chain and IT. Deep connoisseur of user experience, results-driven innovator with solutions that ignite sales and scalability. Builder of high-performing cultures and teams. Direct international experience. Core Competencies include:

Digital Transformation Strategy | Ecommerce | Customer Support | Website | Marketing Campaigns | Lead Gen | Conversion | Team Building & Leadership | Technology Integration | Automation | User Experience | Cross-Functional Collaboration | Brand Building | Storytelling | Data-Driven Goal Setting | Customer Centric | Pricing Strategies | VOC | Sales Trends and Emerging Opportunities | Forecasting | Personalization

## PROFESSIONAL EXPERIENCE

### Cepheid, Sunnyvale, CA

01/2021 – Present

#### Vice President Worldwide Ecommerce and Digital Solutions

Joined the world leader in diagnostics in full crisis mode lacking eCommerce during COVID, spearheaded the digital vision by creating and executing a connected ecosystem strategy, hired a team of 15, launched in record time a headless architecture platform that included new eCommerce, PIM, CMS, and digital support systems.

- Launched MyCepheid, a digital platform for customers to self-serve on order management, support and online purchasing. Onboarded online 85% of the US customer base saving 10,000 hours in productivity, penetrated 70% of the US market opportunity for online revenue consistently outpacing company growth by double digits, with high adopters (50%+) having 88% channel adoption. Grew online sales from zero to 9 figures. Led AI POCs.
- Established a customer-centric data-driven culture across all teams through UX, VOC and analytics best practices defining clear goals for digital in alignment with company priorities and customer needs achieving an online customer satisfaction score of 9+ out of 10.
- Promoted twice. Successfully kept the team on track and motivated during 6 reorgs and 4 Presidents in 3 years.

### Illumina, San Diego, CA

08/2015 – 01/2021

#### Director of Digital Commerce and Analytics

Joined the world leader in DNA sequencing to lead eCommerce. Pioneered an individual-based approach in B2B bringing the ease of B2C experience in the B2B industry. Redesigned eCommerce twice (monolith, headless) from the ground up.

- Grew online sales by 400% (direct, distributor and B2B eProcurement) to 10 figures, online orders and channel adoption by 170% in 3 years by building a global high-performing team, driving platform and process changes, alignment across departments, new policies, establishing new trends in the industry such as retailing and selling million-dollar systems online.
- Demonstrated channel ROI. Deployed “Amazon style” promos, product and behavioral recommendations, applied AI and machine learning with a 4.3X cart value increase. Integrated distributors and eProcurement customers shifting Illumina’s top 400 customers to online ordering and Invoicing.
- Led digital marketing campaign pilot that increases lead conversions by 21X on product detail pages.
- Promoted once. Built a team of 12 including product owners, data architects, UX designers and developers.

### MarketingConsulting360, San Diego, CA

09/2012 – 08/2015

#### Consultant and Acting Marketing Director

Provided acting directorship for \$10M-\$500M companies with an extreme focus on delivering returns within the first 2 weeks to fund 1-year commitments.

- Architected, designed and deployed end-to-end solutions including websites, microsites, membership sites, eCommerce platforms, integrated CRMs, scorecards and marketing campaigns with strong emphasis on automation, tracking and measuring results.

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- Created vertical funnel campaigns using segmentation, tagging and scoring that delivered 2X conversions on average.

### **Life Technologies, Carlsbad, CA**

**01/2012 – 12/2012**

#### **Global Marketing Analytics Leader**

Reorganized and orchestrated the tracking and measuring of marketing campaigns and CRM activities to measure ROMI.

- Introduced innovative end-to-end tracking and reports for 35 marketing programs and 100K products. Developed CRM solutions that improved campaign planning and conversions by 35%. Won the Marketing Excellence Impact Award for QuantStudio (2012) for exceeding sales goals by 50%.
- Established a Marketing Balanced Scorecard that led to optimizing strategy and execution of a 10-figure channel.
- Spearheaded a new model (A-TEAM) to address the sales-marketing gap in value proposition, led critical changes in systems and processes, solved data and process gaps, enabled self-serve reporting.

### **Millipore/Merck, Temecula, CA**

**10/2008 – 12/2011**

#### **B2B eProcurement and eBusiness Global Leader**

Developed the corporate global B2B strategy from the ground up, including setting up operations, winning the consensus of the Board, evangelizing activities internally. Built a global team of 7.

- Inverted a declining B2B eProcurement trend onboarding 50+ top accounts growing 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: 15 objectives, 48 metrics with financial, customer, process and organizational KPIs.
- 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 a record 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.
- Promoted once.

## **EDUCATION**

**Master of Business Administration (MBA),** University of Oregon

**Master of Engineering (ME),** University of Cagliari, Italy

**Bachelor of Science (BS), Engineering,** University of Cagliari, Italy

## **CERTIFICATIONS AND HONORS**

MIT Certification In AI | Six Sigma Green Belt | 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 |