

Applied AI transformation executive & hands-on growth CMO — 26 years scaling consumer brands, ecommerce & paid media. Built Julian Bakery \$1M→\$30M to an eight-figure exit; now deploys AI roadmaps, agentic workflows, governance & ROI-measured automation across EVKII clients, Joyrise Health & Equity Edge Lending.

8-Figure

CPG EXIT
Julian Bakery

\$1M→\$30M

REVENUE SCALED
Julian Bakery

\$80→\$15

META CPA CUT
Joyrise Health

\$85→\$28

COST PER LEAD
Equity Edge Lending

AI TRANSFORMATION MANDATE

AI ROADMAP

Use cases prioritized by revenue impact, CAC reduction, productivity lift, risk & complexity.

GOVERNANCE & GUARDRAILS

Controls for tool usage, permissions, data exposure, privacy/IP & brand safety.

AI OPERATING MODEL

Intake, workflow mapping, tool selection, prompt systems, human-in-the-loop QA & ROI reporting.

TEAM ADOPTION

Training, documented workflows, repeatable playbooks & vendor vetting — experimentation to production.

WORKFLOW AUTOMATION

Agentic workflows across creative, video, social, SEO/AEO/GEO, CRM handoffs & lead follow-up.

ROI MEASUREMENT

CPA, CPL, CAC, creative velocity, speed-to-contact & workflow efficiency.

EXPERIENCE — TRACK RECORD

2022–Present

AI Systems
IN PRODUCTION

Founder & Applied AI Transformation Lead — EVKII

AI SYSTEMS · CREATIVE OPS · AUTOMATION · CAC REDUCTION

- Build AI roadmaps & use-case prioritization across marketing, sales, creative, CRM, ecommerce & operations.
- Design AI operating models — workflow mapping, tool selection, prompt architecture, human QA & ROI reporting.
- Deploy multi-agent creative & growth systems — image, video, social, SEO/AEO/GEO, attribution & CRM handoffs.

2023–Present

+250%
YOY DTC
GROWTH

Chief Growth Officer & AI Growth Systems Lead — Joyrise Health

DTC SUPPLEMENTS · SHOPIFY · AMAZON · AFFILIATE · AI SEARCH

- Own the AI-enabled growth roadmap — paid media, Shopify CRO, Amazon, TikTok Shop, affiliate, lifecycle, retention & retail readiness.
- Drove +250% YoY DTC growth while cutting Meta CPA \$80→\$15 — creative testing, funnel optimization & AI-assisted campaign ops.
- Launched joyrise.com with a custom CPA dashboard; built AI-search visibility across ChatGPT, Perplexity & Amazon Rufus.

2025–Present

\$85→\$28
COST PER LEAD

Fractional CMO & AI Lead-Gen Systems Lead — Equity Edge Lending

FINTECH · HOME EQUITY · AI LEAD GEN · HUBSPOT AUTOMATION

- Rebuilt brand identity & equityedgelend.com end-to-end; own marketing P&L & GTM for HEI, HELOC & cash-out refinance.
- Cut cost per lead \$85→\$28 — paid media, landing pages & CallRail attribution driving hundreds of qualified leads monthly.
- Automated lead routing, scoring & follow-up with HubSpot + AI agents — faster speed-to-lead, no added headcount.

2009–2022

8-Figure
ACQUISITION

CEO & Founder — Julian Bakery

EXIT

CPG · DTC · AMAZON · NATIONAL RETAIL

- Scaled revenue \$1M→\$30M (\$200M+ lifetime) to an eight-figure acquisition in 2022; led post-sale transition through 2024.
- Built the growth engine hands-on — ecommerce, Amazon, paid media, creative, sourcing & R&D — then led a 70-person org.
- Grew Amazon + DTC to an \$18M+ channel on a \$3M budget at \$5–\$15 blended CPA; launched 50+ products into Whole Foods, Costco, Kroger, UNFI & KEHE.

PRIOR TO 2009 — AGENCY & DIGITAL LEADERSHIP

Director of Creative Services
· Silicon Space

15-person team · \$2M budget · ~20% cost

Director of Business
Development · Conneq

\$5M+ new business · \$200K–\$2M deals

Design Director · Rare Medium

Enterprise digital & print · +30% satisfaction

RECOGNITION Google Case Study — +35% lift, +330% impressions · The Dr. Oz Show

GROWTH & AI STACK

COMMERCE / PAID

Shopify Plus · Amazon Seller/Vendor · Meta · Google · TikTok · YouTube

DATA / CRM / LIFECYCLE

GA4 · GTM · Looker Studio · HubSpot · Klaviyo · CallRail · Triple Whale

AI / AUTOMATION / CODE

Claude · OpenAI · Codex · MCP · n8n · Lovable · Supabase · Python · JavaScript · APIs

CREATIVE / PRODUCTION

Figma · Adobe CC · Midjourney · Runway · Video · Web · UX

CERTIFICATIONS

20 CREDENTIALS · 9 PLATFORMS

Google

AI-Powered Ads · Search · Video · Analytics · AI Leader

LinkedIn

Strategy · Measurement · Advertising · Creative Design

HubSpot

Inbound Optimization · Social Media II · AEO Fundamentals

amazon ads

Retail Advanced · Sponsored Ads

klaviyo

Strategist · Practitioner

Meta

Marketing Science

Microsoft

MCP

SEMRUSH

Technical SEO & AI Search

shopify

Shopify Certified