

Kevin Strawbridge

[linked.com/in/kstraw/](https://www.linkedin.com/in/kstraw/) · 214.705.4323 · kevin.strawbridge@gmail.com

Sr. Leadership · Innovative · Strategic · Versatile · Results-Driven · Transformation

With over two decades of executive leadership across diverse industries, I navigate complex business landscapes, leading transformative initiatives. I excel in driving cross-functional teams, leveraging expertise in finance, operations, technology, and strategy for impactful results. My background includes deep understanding of various business models, driving performance optimization despite challenges. Proficient in change management, I guide teams through ambiguity to excellence. Rooted in finance and accounting, I swiftly assess scenarios and implement strategic solutions. My strategic execution consistently exceeds expectations, even in turnaround scenarios.

Core Competencies

- Operational Improvement
- General Management
- Financial Management
- Change Management
- Organization/Team Building
- Corporate Strategy & Development
- Systems Implementations
- Performance Analytics
- Business Process Management
- Retail/Cross-channel Management
- Warehouse and Fulfillment
- eCommerce and Digital Platforms

Career Milestones

- As CEO, took over a software company with declining sales and margins, assessed paths to returning profitability, worked with customers on desired product and delivered a return to sales growth and overall profitability. (**ClickBank**)
- Successfully integrated an acquisition into a 156-year-old NYSE company, then tripled the division's profit. (**DealTaker**)
- Turned around the retail division of a large motorcycle parts company (\$141MM in revenue). Rebuilt senior leadership team, strategically removed a line of business, and installed expense controls. (**MAG Retail Group**)
- Selected by senior management to lead the technical implementation of jcp.com onto the Merchants@ platform for Amazon. Managed a cross-functional team of 13 departments & 42 individuals. (**JCPenney**)
- In a new industry – oil & gas construction – led strategic planning to improve business processes, right-sized people resources, revamped logistics and warehouse operations and created scalable growth. (**Jasper Ventures**)
- Integral part of an Oracle ERP systems implementation and change management project merging Price Waterhouse and Coopers & Lybrand. (**PwC**)

Professional Experience

Square L Group, LLC

Founder and Principal

Ongoing

Perform consulting and advisory services for multiple companies specifically using key change management techniques related to people, process, and technology. Scope of work ranges from financial to operations to marketing strategies. Project work to date: multi-time fractional CFO, discovery for restructuring marketing & eCommerce (DTC, online consumer goods company) developing acquisition/retention programs and overhauling on-site search (DTC online/catalog company), developing a new e-commerce strategy (DTC soft home company), developing a go-to-market strategy to sell website hosting (B2B technology company), and building a revamped technology plan (Wholesale company).

Jasper Ventures, Inc.

Vice President Strategic Planning

2019 – 2020

Midstream oil & gas construction company seeking a new strategic approach to the business that was moving from one project per year to many projects per year in multiple states - essentially an 18 month change management project.

- Focused on aligning people, process, and technology to be able to seamlessly take on new project work by improving margins, cash flows, logistics/fulfillment processes and use of human resources in a sustainable way.
- Primary functions included strategy assessment, defining strategic initiatives and change management.
- Rolled-out strategic plan now used in guiding the business forward after COVID-19 and the energy slowdown.

ClickBank

Chief Executive Officer

2017 – 2018

ClickBank generates > \$325MM in annual revenue producing fee income of ~\$30MM/yr. Recruited in as the fifth CEO in six years to turn around the company, improve sales and margins and create a distinct customer service focus.

- Aligned teams to optimize headcount, rebuilt C-level leadership, and balanced leadership team to 50/50 male/female.
- Scrubbed all departments budgets to remove superfluous spending and focused teams to support revenue growth.
- In 2018 exceeded budgeted revenue by >10% and EBITDA by 22% due to increased sales and efficient spending. Incremental sales derived from improved lead generation (via events and existing clients).

MAG Retail Group

President

2015 – 2017

Ran the retail division of Motorsport Aftermarket Group (\$140MM+ revenue) as the company-wide digital SME, with 70%+ of the business derived from online sales (J&P Cycles and Motorcycle Superstore). 2017 President's Award recipient.

- Led the key areas of marketing (rebuilt department), merchandising, financial and administrative functions (included a 110-seat call center and 226,000 sf distribution center, along with 60+ corporate team members).
- Collaborated across MAG corporate, within all levels, to drive business improvements and cross-company sales.

Rackspace Hosting, Inc. VP, Global eCommerce and Digital Media 2015

Enabled the existing website sales channel as a best-in-class global eCommerce practice to acquire and convert leads.

- Starting as a team of one, built team to 21 additional professionals spanning marketing to software development.
- Defined strategy for global eCommerce and digital marketing teams. Traveled to all global installations and leveraged change management to converge all global platforms to one single Rackspace.com site (with local translations).
- Converged two of seven global sites (LATAM and Australia) in four weeks and the remaining within nine months.

DealTaker.com President 2008 – 2011

Built DealTaker, acquired by Media General, to a top 15 (comScore) deals and coupons website with a community of > 260,000 users. With full P&L oversight, set strategy and managed teams for marketing, IT, merchandising and content.

- Through integration plan, established company culture, developed processes, and designed a platform for growth.
- DealTaker grew from 10MM to over 24MM visitors annually and referred out 53% of them to merchants producing over \$140MM in e-commerce sales that generated ~\$10.5MM in commission revenue (average 9.3% conversion).
- Over 70% of traffic was derived via SEO. Site ranked for 100's of top 10 SERP's.

CardsDirect.com Vice President, eCommerce & Marketing 2007 – 2008

\$20MM+ direct-to-consumer greeting card and invitation company with a direct (drop) ship model (B2B and B2C).

- Full P&L management. Worked closely with the co-CEO founders on eCommerce and marketing strategy.
- Revamped the entire marketing team to bolster in-house skills and add merchandise experience.
- Key SEO statistics – Ranked #1 or #2 for the following terms in season: Christmas Cards, Holiday Cards, Business Greeting Cards, and Wedding Invitations. These equated to >20% of total revenues.

Strawbridge Group Consulting Principal 2005 – 2007

- Migrated a major jewelry company onto GSI Commerce platform with full re-design, marketing, and merchandising.
- Advised an online pet supply company in launching e-commerce and marketing from scratch.
- Assessed business process and strategy for a flooring company to start online business.

CollectiblesToday.com Director of eCommerce 2004 – 2005

A direct-to-consumer company focused on the collectibles and gifts vertical.

- Responsible for assessing and directing all marketing and merchandise programs for the online division.
- Marketing channels included search, affiliate, portals, display advertising, blog marketing and e-mail.
- Despite a softening collectibles segment, ended 2004 at \$34.8MM in sales (6.75% over budget) and \$5.2MM in profit (34% over budget) after inheriting a program that was flat.

JCPenney Direct Sr. Manager, Marketing and Business Development 2001 – 2004

Worked with key business partners leading the deployment of cross-channel initiatives. From 2000 – 2004 JCPenney completed one of the biggest corporate turn-a-rounds in US history.

- Started and grew jcpenney.com affiliate program to FY sales of \$70+MM while leading additional digital marketing programs – Yahoo!, AOL, SEO and multiple syndicated programs .
- Co-wrote and executed “The \$1B Plan” (growing jcp.com to over \$1B by 2005), developed business cases for new business and evaluated existing lines of business for investment or termination.

Early Career

SmartPrice.com Director, Finance and Administration 1999 – 2001

SmartPrice was one of the first online price comparison models (first vertical was telecom). Initial funding through venture capital. Built the new company's accounting, finance, human resource, and non-site technology infrastructure.

PricewaterhouseCoopers, LLP Management Consultant 1997 - 1999

Led teams to develop strategic initiatives for companies streamlining business process and efficiency using change management. Interacted with senior client and project management implementing solutions. Trained in Oracle ERP. Significant involvement in business development functions related to Fortune 500 company needs.

Kirby's, Inc. Controller 1995 - 1997

Serving the upscale, casual segment, led the accounting department for this restaurant group. Managed all daily office operations which included: HR, payroll, and marketing, as well as all accounting functions.

Deloitte & Touche Audit Staff 1994 - 1995

Interacted with clients to audit cash, A/R and A/P in conformance with GAAS. Prepared and submitted findings and management comments to the audit team. Followed up with client and audit team to ensure a thorough audit.

Education

Texas A&M University – College Station, Texas Master of Science, Accounting (PPA)

- Scholarship - Professional Program in Accounting Fellow (5 year program).
- Coursework: Corporate Strategy, Finance, Marketing, Economics, and Accounting.

Texas A&M University – College Station, Texas Bachelor of Business Administration, Accounting