



Jay Dunn

Partner & CMO

About Jay

Jay Dunn is a turnaround and eCommerce growth and marketing strategy expert. Specializing in rapid improvement to incremental revenue and profit generation, Jay's expertise has resulted in remarkable increases in incremental sales, gross profit, customer growth, turning B2C websites into sales engines and B2B sites into centers of lead generation.

How Jay has Helped Businesses Grow

- Automotive Parts Retailer: Increased eCommerce gross sales 424% YOY in the first six months.
- Women's Fashion Online Retailer: Increased eCommerce gross sales 75% and gross profit 37% in 12 months. Increased orders 95% and customer acquisition 40%.
- Computer & Mobile Technology Manufacturer: Increased gross sales 27% and gross profit 35%.
- Consumer Product Goods Online Retailer: Increased paid search sales 44% and email sales 22%, delivering \$2.5M incremental revenue.
- Industrial Safety Equipment Retailer: Increased eCommerce gross profit 14%, customer acquisition 32%, and email revenue 116%.

Executive Marketing Experience

- Chief Marketing Officer, Bare Necessities
- Chief Marketing Officer, Vice President of Marketing, Lane Bryant
- Vice President, Brand Marketing & Creative, Ross-Simons
- Director, Brand Marketing & Creative, Brookstone
- Creative Director, Char-Broil
- Divisional Creative Director, The Home Depot

Published Works

- [What B2B E-commerce can Learn from Consumer Retail](#)

Expertise

Industry Experience

- Technology
- Manufacturing
- Retail
- Wholesale
- Consumer
- eCommerce

Specialties

- Digital Marketing
- eCommerce
- Amazon Growth Strategy
- Conversion Optimization
- Turnaround and Growth Strategy

Contact Information

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Clients Served

- East Point Sports Ltd (Retail)
- Riva Precision (Luxury Goods & Jewelry)
- Full-Race Motorsports, LLC (Automotive eCommerce)
- Stephanie Kantis (Jewelry eCommerce)
- PictureKeeper (Consumer Goods eCommerce)
- eFavorMart (Consumer Goods eCommerce)
- PKSafety (Industrial Safety Equipment eCommerce)
- City Chic (Fashion eCommerce)
- Twiggie (Internet)
- Gardener's Supply Company (Lawn & Garden eCommerce)
- Yandy LLC (Apparel & Fashion eCommerce)
- Wright Global Graphic Solutions (Printing)
- SecureIt Gun Storage (Consumer Goods eCommerce)
- Panda Planner (Consumer Goods eCommerce)
- Adventures On The Gorge (Travel eCommerce)

References

"We are an e-commerce company, and Jay Dunn is the real deal. He is bringing us value beyond expectations. I appreciate the willingness to roll up the sleeves and get things done."

Rick Pedley, CEO, PK Safety

"Jay is the epitome of a marketing professional. His experience and creative approaches deliver results. A true passion for problem-solving, Jay sees the big picture and knows how to effectively drill down to what matters. Level-headed, no ego, and committed to setting and achieving goals, Jay will continue to be our fractional CMO for years to come."

Geoff Racier, CEO, Full Race Motorsports

"Jay Dunn helped get the City Chic team focused on the components of driving eCommerce growth. He took charge of the team, taught them his techniques for "running a better business," and the results speak for themselves. He's a true expert and a pleasure to work with."

Phil Ryan, President, City Chic

"Jay is not just a master at building and optimizing an organization, he has that rare combination of blending both right and left brain skills. One moment he's dissecting and solving complex process challenges, the next moment he's creating a multi-channel marketing campaign for a nationwide product roll-out. He's a problem solver, creative force, and untiring motivator."

Michael Rand, CEO, MotionRoad Productions

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“Jay is a serious thinker, forward-looking, very knowledgeable, and, significantly, knows when to question trends and figure out what works and what doesn’t, and even dream up alternatives.”

Bill Siwicki, Managing Editor HIMSS Media, Adjunct Faculty DePaul University

“Generally speaking, “courage” is not a word you see on most people’s resumes. But it certainly should occupy a few lines on Jay Dunn’s bio. Working with Jay, I experienced a true creative partnership and collaboration. Where the boundaries of where the client ends and agency begins blur. Where the line between strategy and creative execution become invisible.”

David Nathanson, EVP, Chief Creative Officer, Zimmerman Advertising

“Jay is one of those rare individuals that has both the required ‘eye’ and an ‘ear’ for the effective creative concepts that worked for our business as well as the solid operational chops it took to turn an unproductive group of individuals into a massively productive & creative ‘team’.”

David Laituri, CEO, One Hundred Company

“Jay Dunn is an accomplished creative visionary and social media pioneer. He is a master of the Big Idea in addition to being a very collaborative leader. He is also strong in simplifying process - which enables smooth and efficient program execution.”

Rocky Hansler, CEO, MainStream Digital Corporation

“Jay Dunn has remarkable ears. In a very noisy industry, he filters out the jabber and seizes upon the smart and innovative ways to engage. Jay has an uncanny gift for listening — really listening. He is unafraid to experiment.”

Denise Power, Director IRCE

“Jay is a remarkable business person and one of the top creative visionaries in retail marketing and advertising.”

Stephanie Fischer, CEO, Global Retail Marketing Association

“Hmm, what can I say about a marketing pro who created the most effective PR and ad campaign of the year worth millions upon millions of dollars and actually “gets” social media? I’ve been fortunate enough to see Jay in action in person, on the radio and online, and he is one of the most accomplished marketing executives I know.”

Eve Mayer, CEO, Social Media Delivered