



Scott Koerner

Partner & CMO

About Scott

A senior business leader with broad experience in merchandising, marketing, finance and operations, Scott is known for building and leading high performing teams to effectively target customers and drive growth. His laser-focused customer orientation and strong collaborative style complement his track record as a solid, passionate leader. An executive with deep ecommerce experience, Scott oversees all aspects of developing, operating, and building revenue for retailers' eCommerce stores. He also capably manages retail product development, product marketing, and merchandising efforts.

How Scott has Helped Businesses Grow

- Generated triple digit growth in the first five months through the redesign of the DTC web site for K&N Filtration along with the realignment of the digital marketing strategy.
- Enabled record growth for City Mattress recruiting top talent and creating organizational structure.
- Launched Michaels Stores' eCommerce site on time and on budget in under 10 months. Led the design, implementation, merchandising and launch of Michaels' first full-line ecommerce site.
- Created 4X revenue growth over three years, reversing five-year trend at UBID Holdings, a multi-channel ecommerce company.
- Achieved record growth in portfolio of private brands at Office Depot, Inc. Reduced cost of goods by more than \$100 million through development of intensive global bid process.
- Reached a catalog productivity high of 30%+ YoY performance in the B2B sector through improved design and messaging, customer insights and list optimization at Shoes for Crews, LLC.
- Generated double digit YoY increases in eCommerce performance through improvements in page design, functionality, application development and digital marketing for shoesforcrews.com.
- Acquired dozens of brand advocates while exponentially increasing customer engagement and web traffic bringing in a team to develop a social media strategy.

Executive Marketing Experience

- CMO, City Mattress of Florida and Pranasleep, LLC
- Chief Marketing Officer, Shoes for Crews
- General Manager, Ecommerce, Michaels Stores, Inc.
- President and CEO, uBid Holdings, Inc. DBA uBid.com
- SVP, Merchandising, Head Merchant North America, Office Depot, Inc.
- EVP, COO, Zones, Inc.
- SVP Sales and Marketing, Sayers
- SVP, GM, Elek-Tek/Creative Computers

Expertise

Industry Experience

- Technology
- Retail
- Consumer Goods
- eCommerce
- Wholesale
- Consumer Services

Specialties

- Digital Marketing
- Omni-Channel Marketing
- eCommerce
- Go-to-Market Strategies
- Brand Strategy
- Channel Strategy
- Digital Transformation
- Competitive Strategy

Education

- MBA, Finance/Marketing, Northwestern University - Kellogg Graduate School of Management

Contact Information

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